

FIREMEN IN BIG FROLIC MONDAY NITE

WELL BALANCED PROGRAM IS PLEASING TO CROWDS

FIDDLERS PLEASE

And Solos, Orchestra, Band And Radio Are Appreciated

A very good crowd turned out Monday night to witness an excellent program of home talent rendered for the benefit of the fire department at the Star Theatre. A jazz orchestra rendered remarkably smooth and harmonious music throughout the evening, the Hereford Band contributed a peculiar concert, and the closing number was a radio concert by the Wilkinson Motor Co., disturbed somewhat by bad static conditions.

The band opened the proceedings and then the orchestra gave several selections. A geographic film and a comedy followed, which was greatly enjoyed.

The first vocal solo was given by Mrs. Ray Conaway who sang "Cow Boys Life for Me," accompanied on the piano by Mrs. Jesse Stanford. Mrs. Carl Mountz followed with "Sunshine of Your Smile," and the encore "Forgotten." Miss Ina Gregg played a piano selection and gave a musical reading as encore. Miss Mabel Renfro rendered two happy readings. Mrs. Ben Allen, accompanied on the piano by Owen P. Smith, sang "Somewhere a Voice is Calling," and when called back sang "Four Leaf Clover."

An old fiddlers contest between Messrs. E. H. Fullwood, Omer Baker, Ed Connell, and Parsons of Amarillo, was greatly enjoyed by the audience. All four entrants acquitted themselves like the veterans they are and the contest was one of the popular hits of the evening.

Messrs. Beyer, Lipscomb, Spratt and Black sang well in quartets and the radio wound up a program that was well balanced and well received throughout.

The firemen cleared about \$50 for their expense fund through the evening's efforts and are deeply grateful to the local musicians for their splendid aid and cooperation in making the program possible.

TELEPHONE LINES MEN BUSILY ENGAGED ON WORK

W. N. Gates, construction foreman of Ft. Worth, with the Southwestern Bell Telephone Co., has a crew of about seven linemen adjusting the new wires and cables. Mr. Gates says the Messer will be finished in just a few days. District Plant Chief M. D. Over of Amarillo was here last week checking up the toll lines between Hereford and Canyon.

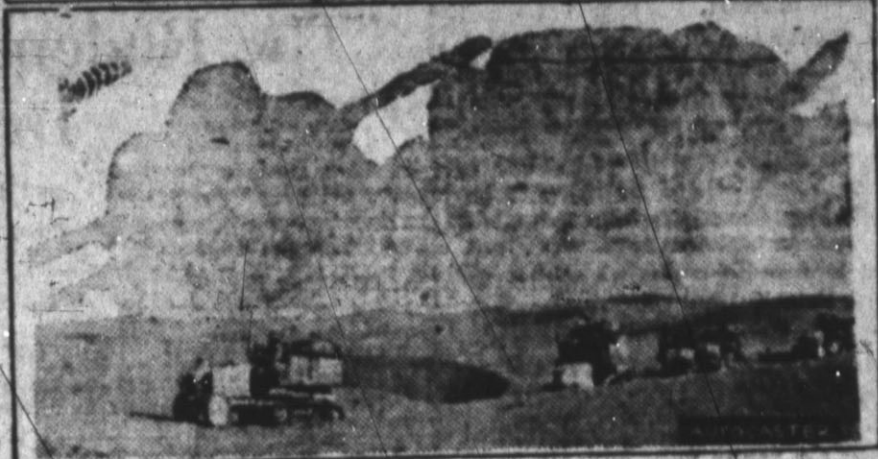
More new plans have just been received which will extend the lines, giving those patrons in the outskirts of the city single lines, and each party a private line. Double wires will be used this time to each phone and Mr. Gates says he will be here about three months, making installations to persons desiring telephone service. Mr. Gates will make the installation himself. The trimming of the trees has been carried on without a hitch, the residents along the line have been very courteous in this respect. No lines will be on the Main street as heretofore, except only where they will cross on Second and Fourth Streets in order to get to their destination.

FAIRVIEW SCHOOL PLAY TO BE HELD NIGHT MARCH 2ND

County Judge Megeert is in receipt of a letter from Miss Ornie Walker, teacher of the Fairview school, stating that the play scheduled to be given by her pupils February 16 has been changed to the night of March 2. Every detail of a first class local talent play is being carefully worked out and a rare treat is pledged to those who attend.

The Fairview school was closed last week on account of sickness, but all the pupils are now at work. Judge Megeert states that this school is right up to the minute and would make any city school fight up to equal them in their work. It is hoped that a good crowd from Hereford will attend the play March 2 and encourage the Fairview pupils by their presence.

First Motor Caravan Across Sahara



History was made as this first motor caravan chugged its way across the burning sands of the Sahara desert. This picture was taken in the very heart of the desert, between Tu-salah and Hoggar. It was a French expedition.

Dollar Wednesday For Third Trial On February 14

The Hereford merchants' third "Dollar Wednesday" will be offered to the public February 14. The detailed advertising of specials and bargains offered was carried in last Friday's Brand. There are some rare opportunities in this list and prospects are for a banner "Dollar Wednesday."

Already responses to The Brand's offer of the paper for one year for \$1.00 have begun to roll in and there is hardly any doubt that all hands and the "devil" will have to be on the job in the Brand office all day Wednesday.

AN EXPLANATION OF MUSIC MEMORY CONTEST NUMBERS

The following gives a few notes on the composers, Saint-Saens and Strauss, together with an explanation of several compositions to be included in the Music Memory Contest:

Saint-Saens—Camille Saint-Saens (Saint-Saens) France 1835-1921. One of the greatest French composers, he has composed with brilliant success in nearly all forms, he has also won renown as a pianist, organist and conductor. One of his lovely short compositions is: Danse Macabre, a slow waltz, gruesome and weird, suggesting Death as a fiddler calling the skeleton from their graves for a midnight revel. The fiddle has not been used for a year and the pegs stick but there is no time to waste. Often during the dance he attempts to tune the fiddle but in vain. The revel continues from midnight to dawn and then the skeletons slink back to their graves to rest for another year. This composition is called a tone poem. Analysis—the clock strikes twelve, the tuning of the fiddle, the dance begins, A. B., the signal of dawn, the dispersing of the revelers.

Johann Strauss (Shtrows) Austria 1825-1896. The Waltz King. He wrote nearly five hundred compositions and most of these were waltzes and operettas. One of the most used of his waltzes is, The Blue Danube. Written at a time of depression after many losses in battle it was received by the people with much enthusiasm and is still a prime favorite. It was written originally for a male quartet but is now used more for orchestra.

Commissioners at Great Spread at Uncle Joe Ward's

Uncle Joe Ward, Deaf Smith county's genial treasurer, officiated at his annual dinner in honor of the commissioners court Monday. The affair was a double in honor in that it celebrated the birthday of B. Franks who, with his family, was present. Commissioner J. E. Hill was the only absentee, due to the illness of his brother.

The members of the court report a simply tremendous dinner, with everything under the shining sun good to eat, topped off with music and happy social intercourse. "Uncle Joe" as a host has established an enviable reputation in the Hereford community and his social affairs are always looked forward to eagerly by those privileged to participate in them.

CLAUDE RICKETTS IMPORTS PEN OF BUEF ORPHINGTONS

Claude Ricketts has joined the ranks of the "chicken cranks" in this community and has started out by showing the sound common sense of building a good foundation of parent stock. Mr. Ricketts this week received a pen of one cockerel and four pullets from the famous Byers strain of internationally known Buff Orphingtons. There are no better chickens anywhere than the Byers Orphingtons and Mr. Ricketts should soon be recognized as one of the breeders of the best in this section with such stock to start with.

Railroad Promoter Wants to Get Some Information

One of the questions considered at the luncheon of the business men Monday was a letter from a railroad promoter, who lives in Colorado, asking what Hereford would be inclined to offer for a railroad from Hereford extending about 105 miles west, running through Grady, Plains, Jordan and Curry, tapping the best of the New Mexico wheat country.

This promoter was through here about a year ago and Messrs. Ashbrook and Harrison went with him over the proposed route. The Secretary was instructed to write him the right kind of a letter. The gentleman has been advised that Hereford stands ready at any and all times to do her fair part in boosting any railroad enterprise that would be a help to this part of the county.

HEREFORD ASKED TO CONSIDER THE BASEBALL LEAGUE

The Hereford Chamber of Commerce has been invited to send delegates to a meeting of the baseball league for the Panhandle, scheduled for Clovis, at 10:00 a. m., Wednesday, February 14. The invitation came through S. D. Hunter, president of the Panhandle-Pecos Valley League, Lubbock, Texas.

The question of Hereford's participation in the league was put up to the baseball men here, and also was submitted to the luncheon Monday. The consensus of opinion seems to be that Hereford is now too small to stand the financial guarantees that would be required. Perhaps in "good times" the venture might succeed, but not now. Mr. Hunter has been so advised.

It is understood that at present the make-up of the league is considered to be Lubbock, Amarillo and Plainview in Texas, and Roswell and Clovis in New Mexico, while Slaton and other towns are being considered for the sixth berth.

REGIONAL MEETING P.P. ORGANIZATION AT MEMPHIS, TEX.

The local Chamber of Commerce is advised that the next regional meeting of the Panhandle-Plains Chamber of Commerce will be held at Memphis, Texas, February 15, and a delegation is asked to represent Hereford.

Another Splendid Irrigation Well Added to Local Shallow Water Belt on Percy Welliver's Farm

One of the finest irrigation wells ever brought in in the Hereford shallow water belt is the new one on the Percy Welliver farm south of town put down by D. L. McDonald and now being pumped out. The well is spouting between 1,000 and 2,000 gallons of water a minute without interruption and is getting better every hour as the sand is removed from below it. Vast quantities of the finest kind of sand is being spilled out in front and a crew of five men in hip boots is kept busy shoveling it out of the way as it hits the ground.

This is forming a vast reservoir underneath that looks awfully good. Both Messrs. McDonald and Welliver are wearing wide smiles Tuesday as the new addition to the best irrigator field in the southwest continues to show improvement and promise hour by hour.

The McDonald crew moved the outfit onto the location, which is the extreme southwest corner of the Welliver farm, three miles south of Hereford, on January 15. The machinery had to be oiled and put in good running condition, which took a few days, then the crew lost several days through sickness, but afterwards good time was made and the well was brought in Monday, February 12.

It is a source of great satisfaction to all those interested in the development of irrigation in this field that Mr. Welliver secured such a splendid producer, as he is an outstanding advocate of irrigation here, makes it pay, works it intelligently and leads the way in developing the idea year by year. He is showing his faith by his works and is a shining and outstanding example of what can be done here with irrigation by being into the business and using sound common sense in working it out.

The water under this town and surrounding country is Hereford's greatest and most valuable asset and in time the shallow water land heretofore will be almost without price. If a well like Mr. Welliver's second one was brought

in in California or anywhere else the news would be celebrated with street parades and the event would be heralded as epoch making.

The greatest thing Hereford needs right now is an awakening on the part of her people to the gold mine under their feet.

Experience Meeting for Cotton Men Interesting

A regular old-fashioned experience meeting was held in the county court room last Saturday afternoon when twenty-five farmers interested in the growing of cotton in this community gathered together and swapped experiences or listened to the stories of what has been found from experience to date in this section.

Boiled down it developed from the consensus of opinion present that: the best time to plant cotton on the Plains is about the middle of May, provided the ground has warmed up enough by that time; that shallow planting is best in ground thoroughly prepared with disc and lister, the exact depth of seed in ground depending upon the season; that cotton should be planted in the row and in row widths about the same as kafir and maize; that cotton does better here rather thick and not hood out, except as to weeds; that the amount to plant is about sixteen to eighteen pounds to the acre, or around a half bushel; that cotton is much easier to raise and market in the Panhandle than in south or central Texas owing to the fact that it can be grown thicker and can be handled mostly by riding plows and cultivators.

G. A. F. Parker, of the Cotton Committee, presided as chairman and drew out from the audience various experiences here and elsewhere in handling the crop.

G. W. Wilson, ten miles west of Hereford, and J. L. Hoffman, nine miles southeast, gave detailed explanations of their experience the past season. Mr. Wilson had twenty acres and Mr. Hoffman, who brought in Hereford's first bale, had forty-six. Both will plant additional acreage in 1923. They agreed on most of the details for successful raising of the crop here and were listened to closely throughout. A number of other farmers from this and Castro counties added their bit to the fund of information accumulated at the meeting.

A most interesting and instructive hour was closed with a statement from the committee asking all cotton farmers to secure their seed as soon as possible so that if the supply ran short additional seed could be secured before planting time. The seed, now stored and banded through Jones & McLean, is sold at \$1.25 per bushel, cost to the Hereford Chamber of Commerce. More seed as good cannot be bought now, and if additional supplies are brought in it will be worth more.

An appeal was also made to all those contemplating the planting of cotton this year to turn same in to The Brand list, as that will help the committee materially in securing the right kind of a gin.

NEW BOARD IN CHARGE OF C. OF C.

THREE RE-ELECTED TO WORK; TWO NEW MEN NAMED

A NEW PRESIDENT

McDonald on Board But Asks Another Man Be President

Twenty-nine interested business men and farmers attended the luncheon of the Chamber of Commerce Monday at the City Cafe and after attending to a few brief routine matters proceeded to the election of five men as directors of the Hereford Chamber of Commerce for another year. Three of the retiring directors, Messrs. D. L. McDonald, Homer Wilkinson and E. W. Harrison, were re-elected for another term, and two new members, Messrs. E. B. Black and C. C. Rockwell, were named to work with them. The nominating committee appointed by the chairman consisted of Messrs. Henry Wilkinson, Geo. L. Muse and G. A. E. Parker. When their report was made Mr. Harrison, one of the nominees, humorously made a motion that the report be rejected, the committee fired, and another committee appointed. The motion was lost in the laughter that followed and another motion that the report be accepted was unanimously carried.

President McDonald stated at the outset of the meeting that he positively would not accept the position as president for another year, as his private affairs had taken a trend that would tie him up too closely this year to allow him the necessary time. The five men elected, however, will select their own president, vice president and secretary, and this will probably be announced at next Monday's luncheon, which will be held at the Stockman's Cafe.

The five men elected are all workers who have proven their interest and their worth over the years here in the enterprise of every kind and the outlook for the club work for 1923 could hardly be brighter. It is a question of the business men getting in behind and helping push. Without this cooperation little can be accomplished; with it a vast field of development looms.

A proposition from a railroad promoter and an invitation from the Panhandle-Pecos Valley Baseball association to enter the league were referred to the secretary for suitable reply. E. W. Harrison made an interesting report on his trip to Anthony, Kansas, where he attended the meeting of the South West Trail. The program of finances and work outlined at the meeting were approved for this county at the close of Mr. Harrison's address.

The Rev. Warren Hill of the Baptist church, who had asked a blessing on the meal, made a short talk, expressing appreciation for the fellowship of the meeting and pledging cooperation in all community work for the future.

Those present were: D. L. McDonald, Homer Wilkinson, Rev. Hill, John Mooney, Henry Wilkinson, Emil Bowsher, A. M. Jones, E. S. Ireland, Captain Jno Estes, C. A. Skelton, Geo. L. Muse, E. P. Landrum, W. S. Williams, Lem Carlyle, A. E. Chamness, C. C. Slaughter, W. B. Steckman, L. Baskin, G. A. F. Parker, E. W. Harrison, Lee Biggs, Farmer Jones, Sam Jackson, H. T. Mooney, J. J. Clayton and Seth B. Holman.

Cold Wave Alarm Sent Out Tuesday By Weather Man

Another cold wave for Wednesday morning was predicted by the Weather Man in a telegram to The Brand Tuesday. He says the temperature will range from 14 between ten and twenty above zero. No mention was made of moisture of any kind.

INVESTMENT COMPANY MAN VISITS PLAINS FOR LOOK

J. B. Magee, representing a municipal investment and investment company of St. Louis, and M. Dotson of Spring Lake, Texas, were business visitors in Hereford Monday. Mr. Magee is looking over this section with an eye to investments here for his company and expressed himself as much impressed with the local possibilities.



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 guarded.

T. K. WILSON INSURANCE AGENCY.

25 Years in The Insurance Business



Percy is able to get around once more, with the aid of crutches.

Mr. Starkey and family have moved to a newly improved place 5 miles southwest of Hart.

Mr. Carter and family from Lubbock county have moved on the Bill Colwell farm. These are all new people in our community and we bid them welcome.

We are glad to see the new people moving in. We hope to raise cotton enough to get a gin before many seasons, and if we can only get a new school house and a gin we will be in clover—if it will only rain.

Mr. and Mrs. Lat Merrill are the proud parents of a baby boy, born recently.

Mr. and Mrs. Hancock entertained some of the young folks Saturday night with a Valentine party.

Mr. Hancock and Mr. Newman were kept quite busy last week culling chickens for the community. They culled a number of flocks.

Several couples of young people enjoyed a dance at Jack Hawkins' Saturday night.

Mr. and Mrs. W. R. Cox and Hubert Maples made a business trip to Kress Monday.

BETHEL

Born to Mr. and Mrs. Clayton Williams, Monday, Feb. 5, a son.

Cloudy weather but only a light skiff of snow. More flu and sickness the last two weeks. A. M. Brownie's family are still quite sick. H. F. Lambert's family have been sick with the flu for two weeks. Ed Smith's family are just recovering. Mrs. Irvin Hamilton is the latest victim.

Rev. Fort visited in our community twice this week.

Miss Jessie Sisk, who has been nursing Wirt Phillips' family thru the flu, returned to town Wednesday.

Mrs. J. B. Phillips and Mrs. Frank Lambert helped take care of H. F. Lambert's family while sick.

Owing to weather and sickness we have not had Sunday School for two Sundays, and this being our regular preaching day it was thought advisable to postpone that also.

Mr. and Mrs. Jim Bagwell and Loyal Last were Hereford visitors Wednesday.

Robert Sisk of Hereford came down Monday to break some horses' on the Wirt Phillips ranch.

(Continued on Page 3.)

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

Tutt's Pills

To cure constiveness the medicine must be more than a purgative; it must contain tonic, alterative and cathartic properties. Possess these qualities, and speedily restore to the bowels their natural function.

Flowers

CUNNINGHAM FLOWER SHOP

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

Canaries for Mrs. Woodrow Wilson



Mrs. W. F. Beckingham, of New York, raised and trained two canaries which she is now sending as a gift to Mrs. Woodrow Wilson. They will eat out of hand and do many clever and intelligent tricks.

BIG SQUARE

There has been quite a lot of sickness in this community but all are getting along nicely.

The oldest son of Los Knight is reported as having had pneumonia, but is getting better. Dr. Miller has been attending him.

Mr. Dole, who has been quite sick, was taken to Hereford last week.

Mr. and Mrs. Roy Haberer and son went to Dimmitt Saturday to visit Mr. Cowser's family and listen to the new radio installed in Mr. Cowser's home.

HART

Well, as it just won't rain so we can make gardens, guess we just as write some to the paper, and let the rest of the world know that we are not quite blown away.

The Literary last Friday night was quite a success, one of the very best programs we ever had being given. We noticed quite a few visitors in the crowd, from other neighborhoods. Among them were Mr. Dempsey and family of Center Plains, G. G. Maples and family and Raymond Rice from Jumbo, Ollie Dixon and Mr. Prater from Cleo, Fred Hamm and sister, Miss Jonnie B. and Miss Richey from Mulkey, and probably others who we failed to see owing to the crowded condition of the house.

Mr. Bruton returned last Tuesday from Hollis where he had been called to the bedside of his mother, who passed away. We extend sympathy to Mr. Bruton in this most trying time, in the loss of his mother.

E. J. Poe, the Watkins man, was in our community last week and spent the night with Hubert Maples.

Mr. Huckabee has moved to the J. R. Riley farm.

T. W. Hart came down last week and killed his winter's supply of meat. He returned to Canyon Friday. Percy went home with his father to spend a few days. We are glad to report that

the past week building a new residence for Mr. Zeno Fehr.
Mr. Battenhorst and son of Umbarger visited friends in Nazareth Friday.
Mr. and Mrs. Henry Drerup returned Saturday after visiting a few months with relatives and friends at Ohio.
Mr. and Mrs. Phillip Acker and Ida Behrens had dinner with Clem Rickwartz and family Sunday.
Mrs. Paul Kern and mother were in Dimmitt on business Friday.
Miss Woodburn, teacher of the Newcastle school, began school again Monday, after having been closed for a few weeks on account of the flu.
Mike Gerber was in Tulsa Saturday.
Miss Emma Annen was on the sick list the past week.

Our Neighbors

DIMMITT
Mr. and Mrs. Van O'Neal of Wayside visited relatives and friends in Dimmitt Monday and Tuesday.
Lewis Dyer transacted business in Amarillo Monday and Tuesday.
C. F. Kerr spent the week end with his family in Canyon.
Mrs. Effie Jacobs is the nurse for Mrs. J. C. Williams this week. The Williams live twelve miles southwest of Dimmitt.
Mrs. C. E. McLean returned Saturday to her home in Hereford. Little Robert McLean of Dimmitt accompanied her and expects to visit a few days with his aunt and uncle, Mr. and Mrs. Wes Anthony.
Mr. and Mrs. Harvey Dixon have had a very sick baby for the past week, but it is now improving.
Lemuel Johnston is working for Dr. Miller this week.
Jim Webb is working on the Bill Webb residence in Dimmitt this week.
Mr. and Mrs. Cleve Tate entertained with a forty-two party Friday evening. A fine game was reported.
Rev. G. R. Fort was visiting in the Bethel community the first of the week.
O. H. Reeves of Spring Lake spent Monday night in Dimmitt.
Frank Cone has been taking care of the Dimmitt telephone exchange during the absence of C. H. Buttolph.
Mrs. Oscar Ayers is quite sick with pneumonia this week. We hope she will soon recover.
Maud Rippey transacted business in Dimmitt Monday.

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

"The Redemption of David Brown"

A Comedy Temperance Drama in Three Acts
By Paul J. Merrill
Presented by the Pep Class of the Christian Sunday School at the Star Theatre, at 7:45 p. m. Thursday, Feb. 15, Directed by Paul J. Merrill

CAST OF CHARACTERS
David Brown, a human castaway Travis Dameron
Grace Claxton, adopted daughter of Rev. John Claxton Mabel Faulkner
Rev. John Claxton, a successful preacher Claude Ricketts
Mrs. Claxton, his wife Elizabeth Corbett
Deacon Wheeler, a pillar of the church Wallace Cox
Mrs. Wheeler, the deacon's boss Inez Ricketts
Amos, an aged negro servant Sank Ramey
Mary Ann, his wife Novella Dees
Marie, a French maid Helen Frieble
Dr. Thurston, a friend of the family Robert Wilson

SYNOPSIS
Act I Scene 1.—In Rev. Claxton's study, eight p. m.
Scene 2.—The same place next morning.
Act II Scene 1.—In the same place six months later.
Scene 2.—Midnight the same night.
Act III In the same place the morning after the last scene.
Admission: Adults 35c, School Children, 25c; Reserved Seats 50c
RESERVED SEATS ON SALE AT CITY DRUG STORE

Abstracts and Loans

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

Cold Pressed Cake

Meal
Corn
Chops
Bran
Shorts

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

HOW TO SAVE MONEY

Fourth— Save Wisely

It's false economy to do without many necessities and all pleasures of life just to "pile up the money."

This bank has as little use for a miser as for a spendthrift.

We have urged you to save wisely and for a definite purpose.

We shall welcome your account.

FIRST STATE BANK & TRUST CO.

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

Classified Advertising

Want Ads, Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc.

RATES: classified, first insertion, 1c per word; minimum 25c; subsequent insertions, 1-2 cent per word; minimum 25c.

CASH WITH ORDER.

FOR SALE

FOR SALE—Household Furniture, in good condition. See Mrs. Jennie Dees, or J. C. Burton. 7-2t-Pd

FOR SALE—150 ft. 2 1/2 in. piping; new wheel for 16 ft. Ellipse windmill; also tractor, will sell or trade. 7-4t Mrs. G. R. Ward, Phone 78.

FOR SALE—Baled Hygeria Pummies, choice stuff, \$12.50 per ton delivered. Phone 208-F21. Jim Robinson, 7-6t

COAL—\$7.00 ton, guaranteed to burn good. Welch and pay at E. W. Harrison's. L. P. Landrum. 6-7

FOR SALE—Two dozen White Rock purebred pullets. Price, each \$1.00. 6-2t Pd Fred Langer, Hereford.

FOR SALE—Bundle Feed. Phone 137. 5-4t H. C. Bawsher

Frost Proof
Cabbage and Bermuda Onion sets. Get your ground ready, plants will be in soon. Phone 97. G. C. Major

For Sale
Choice cotton seed. Have a few hundred bushels of second year Acala cotton seed for sale. A. R. Hicks, 4-4t Slaton, Texas.

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

FOR SALE—One Mammoth Jack. Owner, Percy G. Shepard, Dimmitt, Texas. 102-11t-Pd

WANTED

WANTED—An insurance salesman to represent a good, reliable company, former experience preferred, for towns in Potter and Deaf Smith counties. A liberal contract to right party, attractive policy, easy to sell. Box 70, 7-4t-Pd Friona, Texas.

WANTED—Man and wife; wife able to nurse my father. 6-2t Pd C. C. Slaughter.

WANTED—Someone to break out my 320 acres of land for first row crop. M. J. Stephenson. 5-4t Pd Seward, Nebr.

LOST AND FOUND

LOST—A brass padlock, between my garage and Mothers' Park on road to my place. Finder please return to Brand office and receive reward. 7-7t D. R. Gass.

From Neighboring Towns

(Continued from page 2)

SUNNYSIDE

Most of the "flu" cases have now recovered and it is hoped that the epidemic is over with.

G. T. Abbott went to Amarillo Monday on business.

R. M. Ferguson is still improving slowly. It is hoped that he will soon be well again.

W. W. Phipps and Milton Ott made a business trip to Muleshoe Monday.

Germany Ferguson, Miss Katy Lou Bridges, Mr. and Mrs. W. W. Phipps, and Mr. and Mrs. Milton Ott spent the day Sunday in the W. S. Hall home in the Spring Lake community.

Mr. and Mrs. Gene Lewis, who have been visiting their brother, A. B. Abbott, and family, have returned to their home in Grady, New Mexico.

Jim Mundell spent the week end in Canyon.

G. T. Abbott made a trip to Hale Center Sunday.

Mrs. Milton Ott spent last week end with homefolks in Plainview.

Mr. and Mrs. W. W. Phipps spent Sunday with her mother and father, Mr. and Mrs. Jim Kiser.

Miss Nettie Mae Abbott is visiting in the W. B. Kimbell home today.

Albert Mize, who has been visiting in Floyd County, is back again.

Mr. and Mrs. Earnest Jones spent the week end with homefolks in Hale Center.

Germany Ferguson and Wallace Phipps were in Plainview Saturday on business.

W. S. Hall made a business trip to Olton Monday.

Mr. Dwight and Miss Marie Axtell are home again after spending several weeks in Minnesota.

Mr. and Mrs. Moore, of Jones county, who have recently moved here, are building a lively new home in the old French homestead.

Where There Is A Will—

Do you read the bank advertising? Some of the most interesting and ingenious bits of reading matter to be found anywhere are coming from the hands of the advertising men nowadays, and the bank advertising has come to hold its own with that of the department stores and the rest of the selling news that makes newspapers and magazines so entertaining.

"They Never Found His Will" announces a big bank in a large city, and tells a story of unnecessary difficulties. He had told his wife about having made a will, but it could not be found. He died after a short illness, leaving the wife and three children.

The real property which, in the absence of a will, belongs to the children subject to the widow's dower, cannot be sold until the youngest comes of age, 19 years later, unless the mother goes through complicated court procedure. It is going to be difficult, in the interim, if not impossible, for her to educate and keep the three children on the insurance and the income from her third of the property. Yet he meant to leave her in control of the property.

The moral drawn by the bank is—have your will drawn, with the bank named as executor. It's a good plan.

All sorts of complications are likely to arise in case of sudden death, and minor children need to be protected. Wives, also, who have shared in the early struggles, ought to be assured their just share of the later rewards.

No man wants to leave his affairs in a tangle for his heirs to wrestle with, particularly if his means are modest. It might be said that the smaller the fortune, the greater need of a clear and explicit will.

Wills aren't for old people in their dotage to make. They are for young people to help keep their affairs in order.

Go To Church Next Sunday

GOING to church may be a habit. Even so, we must admit that it is a very good habit. Many men and women go to church who are not church members, and who never even expect to become members of any religious body, but simply because they appreciate the refining influence of the service.

We have excellent churches here in this town. We have eloquent ministers in the pulpits of all denominations. Our churches have well trained choirs. The music in our churches is exceedingly attractive to those who have adequate notion of the good things of life.

Suppose you decide to go to church next Sunday. It will do you good. You will be fully rewarded in going. Perhaps you have not been in years. Perhaps you may think that when you take your seat in the pew you will really feel like a stranger. But do not let that disturb you. Go! Forget yourself. Think of what the minister says. Consider well and carefully his message. Enjoy the music.

Regardless of what your religious views may be, and it is certainly true that in our America of freedom of thought every citizen has the right to worship his Creator according to the dictation of his own conscience, you must admit, if you think at all, that the church has a very important place in the social scheme of our world. Think about this! Think about your welfare! Go to church next Sunday!

STYLE



This hat and scarf of plain brushed camel's hair is appropriate for all kind of winter and spring sport wear. It is the new year showing of the Style Service designers in New York. The hat and scarf are soft and warm and are obtainable in varying shades from burned desert sand to tropical blues. They are comfortable—and flattering—as you can see.

WYCHE

Don't forget the negro minstrel at Wyche Wednesday evening at 7:30, admission 20c.

Messrs. Riddle Beik and Berkley Lock, of Chillicothe, have been in the Puhandle prospecting and also for a visit in the home of their friends, J. S. Gold and family.

Mrs. R. T. Nunn visited with Mrs. J. J. Clayton Thursday afternoon.

A. E. Edwards butchered hogs Friday.

Mrs. Jim Nutter has accepted a position as nurse for Mrs. John McLenn.

J. L. Hoffman has sold his phone to W. A. Hunter of Jumbo.

Miss Penelope Nutter spent Thursday night in the home of her friend, Vera Elliston.

The Sunday School has been divided into two sides, the reds and the blues. We expect to have another interesting contest like we had last summer.

Mr. and Mrs. Oby Blanchard and J. W. Bowden of Jumbo were visitors at Wyche Sunday.

Tom Bandy of Happy has recently bought a section of land southeast of the Wyche schoolhouse from Potts and Gutchie. Sam Henabee of Happy has been helping Mr. Carpenter improve the

place. They expect to break 500 acres of the land.

Mr. and Mrs. B. W. Hough had supper in the home of Mr. and Mrs. Leslie Robeson Saturday night and played 42 afterwards.

Misses Alfreida Henderson and Nell Wyebe and Messrs. Bonnie Brumley and Ben Bates were guests of Miss Elath Elliston Sunday afternoon.

Mr. and Mrs. R. C. Bridges visited Mrs. J. S. Wyebe Sunday afternoon.

Misses Knox and Henderson, teachers of the Wyche school, have organized a basket ball team between the girls and the boys. Usually the game is almost a tie, but Friday it was 17 to 20 in favor of the boys.

Mrs. Harry Schutz's has been quite ill.

JOEL

The effects of the flu are still with us. Richard Calloway who had it two or three weeks ago was worse last week and was quite serious, but last reports were more favorable, as he was improving.

Lee Conklin has leased the A. E. Chamness farm and moved onto it. We welcome them to the neighborhood.

Mrs. Ray Hershey does not improve as fast as her friends would like to have her. She is up and around most of the time, but is very weak and coughs very much.

H. R. Duff is not well, being threatened with pneumonia, but is some better at present.

Arch Conklin's will be a good place

Punchettes



Rev. M. A. Matthews, D.D.L.D. AUTOCASTER

The Churchless Church

THE title of this article ought to convey greater truth than perhaps the space will permit me to express.

We are speaking of churches that have lost their church position, have become cheap, second rate, inefficient, and have dropped into the rut of the cheapness of the world to get the attention of man. The church that has to make itself cheap in any way to induce people to attend its services has lost its churchness and the cheaper it makes itself the more disgusted people become and the less they attend it.

Take the publicity of some of the ministers. The very titles of their sermons are disgusting. They do not know how to write the advertisement. They do not know how to put a title to their sermons. The titles do not convey the subject matter of their would-be discourses; consequently, the titles are frauds, and the church becomes cheap and loses its churchness.

The church constantly bragging, threatening, coaxing, begging, pleading, advertising, has reached the low level of the cheap vulgar world. The slang and loose language often heard from the pulpit as well as seen in the advertisements cheapen the church.

The man who says that the public would rather sing jazz than hymns has libeled the public, perjured himself for the purpose of cheapening the church. People want to hear the hymns. They want to sing the hymns. They want a dignified service. They want the gospel. They want the church to come back into her own and take her dignified place.

There is no subject on earth that will hold the people like the doctrine of the vicarious atonement, the blood of Jesus Christ, the only means of salvation. God save the churchless churches of the country.

Uncle John's Josh

YOU'RE RIGHT MARSHA WHEN YOU SAY THERE'S A MIGHTY FINE LINE BETWEEN CONTENTMENT AND LAZINESS!



HINES & O'BRIEN Hereford, Texas

The Prosperity of A Community

Is the measure of the willingness and ability of its people to co-operate with each other for the good of all.

Industry does this; thrift and economy do it, too; but, more than all else, the establishing of a bank balance, and earnest, whole-hearted co-operation with your bank assures individual and community prosperity.

We ask your co-operation.

First National Bank

Must Pay Income Tax On Beauty

School. His class miss him when he is not present.

Ray Hershey is giving his jitney a thorough overhauling.

L. A. Smith and family visited his parents Saturday.

"In the administration of the law, I am for the courthouse, its judgments and its decrees," said Governor Neff to the Texas Legislature, advocating a program of strict law enforcement. It is the one tribunal whose sole function is to make life sacred and property secure. I am for the courthouse and against the mob."

When Every Move Hurts

Lame every morning, achy and stiff all day, worse when it's damp or chilly? Suspect your kidneys and try the remedy your neighbors use. Ask your neighbor!

Mrs. M. Bailey, Hereford, says: "I used Doan's Kidney Pills with good results some time ago. My back was sore and ached all the time. When I stooped, a sharp catching pain darted through my back and up through my shoulders. Mornings when I got up, my back was stiff and lame. I also suffered from dizzy spells and black specks seemed to float before my eyes. I had headaches, too, and my kidneys acted irregularly. When I have felt these attacks coming on I have taken Doan's Kidney Pills and have always received instant relief. Doan's have always given me good results."

60c. at all dealers. Foster-Milburn Co., Mfgs., Buffalo, N. Y.



Maybell Griffin of Baltimore, won \$500.00 in cash and a dress worth \$1,000.00 in a beauty contest. Now she has been asked to pay Income Tax on her prizes, both cash and dress.

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

Cotton Planting!

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

GARRISON BROS.

LOCATED

North entrance STAR THEATRE building

A. L. BIGGS, Insurance

Dependable Insurance

Phone 50

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



JACK and Jill do not use the hill To get their pail of water. A plumber started to advertise And Jill called him right after.

Advertise in THE HEREFORD BRAND



Local Happenings

Dubbs Pitman returned to Clovis Tuesday morning.

Mrs. Edgar Johnson went to Amarillo Saturday morning.

Mrs. Roy Bruner went to Amarillo Saturday morning.

E. R. Whitey of Happy, Texas, was in this city Monday.

Miss Glenola Powelson went to Friona Saturday morning.

B. Frank Bule made a business trip to Canyon Tuesday morning.

F. L. Hendrix of Amarillo was in this city Monday on business.

Mrs. L. I. Garton returned to her home in Clovis Saturday morning.

See "The Redemption of David Brown" at the Star Theatre, Thursday night, at 7:45.

Nester Gass reached home Monday morning from the eastern markets.

Mrs. Ferd Stiles of Big Square has accepted a position at the Stockmen's Cafe.

Troy McDermitt made a business trip to Crosbyton the latter part of last week.

Ralph Barnett returned home Tuesday morning from a business trip to Slaton.

Mrs. Loe Sutton and baby left Hereford Saturday morning for Des Moines, Iowa.

Littrell Spatt and Hall Beavers reached Hereford Monday morning from Canyon.

Frank Lambert reached Hereford Saturday morning from a business trip to Pecos, Texas.

Leslie Bruner, Dubbs Pitman and Paul Corbett of Clovis reached Hereford Saturday morning.

Otis Sasser of Clovis reached Hereford last Thursday morning and is visiting friends in this city.

E. Eastwood of Tolar, N. Mex., visited in the home of Mr. and Mrs. C. P. Arthur the latter part of last week.

Bake Sale, by Ladies of Circle Two, Baptist Church, at Carlyle's Grocery, Saturday, February 17.

Mrs. A. J. Hicks of Lubbock reached Hereford Tuesday morning and will visit in the home of relatives, Mrs. J. H. Kemp.

Miss Lucy Goodwine of Canyon spent a few days in the home of Mr. and Mrs. Homer Fox, leaving Hereford Tuesday morning.

Mrs. Alvin Thompson went to Canyon Saturday morning to visit in the homes of her parents and Mr. Thompson's parents.

Mr. and Mrs. Pat Hightower of Castro county let Hereford Saturday morning for Ballis, Texas, to visit with relatives and friends.

Mrs. John Estes reached home Monday morning from Amarillo where she has been visiting in the home of her daughter, Mrs. Clett.

Henry Frisbie returned to his home in Diller, Nebraska Saturday morning after a short visit in the home of his parents, Mr. and Mrs. A. Frisbie.

W. P. Guljan of Houston, Texas, a brother of Geo. Guljan, reached Hereford Saturday morning. Mr. Guljan will visit in the home of his brother.

Mrs. C. Griffith and two children left Hereford Saturday morning for Loveland, Colo. Mrs. Griffith and children have been visiting in the home of her parents, Mr. and Mrs. P. G. Perkins.

Lincoln's Double Lives In Nevada

Judge Chas. E. Bull, county judge at Reno, Nev., is not only accounted "the man" who looks most like Lincoln, but is exactly Lincoln's height and weight, six foot four, 190 pounds, and was born in a log cabin in February. As a youth in Texas he shot deer, turkey, split rails and excelled at wrestling and frontier sports. He has been cow boy, rancher, miner and traveling salesman. Since locating in Nevada in 1913 he has been in public life. He has never impersonated the character of the great emancipator except for government drives or in national holiday parades.



TULLA OFFICIALS WATCHING WELLIVER'S NEW WELL

Secretary R. N. Fielder of the Tulla Chamber of Commerce and President F. Klons of the same organization were interested visitors here Tuesday at the new Percy Welliver irrigation well south of town. These two are Tulla's livestock boosters and are intensely interested in the irrigation subject.

CALIFORNIA MEN HERE PROSPECTING FOR GOOD CATTLE

Messrs. H. H. Schmitt, of Davis, and C. R. Kassalbaum, Modesta, Calif., were in this city the first of the week looking over the cattle in this section of the Panhandle. Accompanied by Roy Bruner, they went to Clovis Tuesday evening. Mr. Kassalbaum has a large ranch near Modesta and is seeking good stock cows.

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

Next Friday, February 16, the stock judging contest at the West Texas Normal College will be held and a big crowd of interested people from all over this section is anticipated. Prof. Frank B. Phillips, director of agriculture in this institution, writes The Brand as follows:

"The regular stock judging contest, which will be attended by fifty or more students of vocational agriculture, is to be held here February 16. For this occasion we expect to invite the leading stock men of West Texas to see the boys in action and to discuss such matters as may be of common interest. It is quite probable that they will take up the question of the location of the West Texas A. & M. College. I think it wise to have present at this meeting a delegation from your county.

"Johnny Burns, secretary of the Hereford Breeders' Association, Joe Ridgway, educational director for the Associated Creameries, and S. C. Evans, of A. & M. College, will be present at this meeting. Besides the teachers of agriculture and school men, we expect to have from one hundred to two hundred of the most progressive farm-

ers in West Texas present at this meeting."

WORKERS' CONFERENCE OF TIERRA BLANCO BAPTISTS

To meet with the church at Happy, Texas, on March 1, 1923.

Chairman—H. F. Aulick.
Subject and Scripture—Genesis.
Director of Music—J. Frank Scott.

10:00—Devotional by J. C. Dowd.
10:20—Old Testament Geography by W. J. McMinn.
10:40—Outline of Genesis, J. T. Clinton.
11:00—Fall by E. E. Dawson.
11:20—The Flood by J. M. Hall.
11:40—Were the Days of Creation Week, Indefinite or 24 hour periods by H. F. Aulick.

Noon

1:00—Song and Prayer.
1:15—Report from the churches.
1:40—The Nations, Gen. 10 to 11:19 by R. F. Fronbarger.
2:00—Abraham by W. R. Hill.
2:20—Isaac by S. G. Sloan.
2:40—Jacob and Esau by Mrs. H. M. Baggarily.

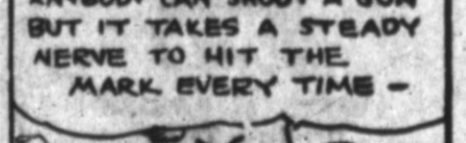
3:00—Joseph by J. A. Lindley.
3:20—Types and Visions of Genesis by G. L. Morris.

The day of the week for the meeting has been changed from Tuesday to Thursday.

The Church at Happy urges every Baptist to attend.

Committee,

H. F. Aulick,
J. A. Lindley,
J. M. Hall.



ANYBODY CAN SHOOT A GUN BUT IT TAKES A STEADY NERVE TO HIT THE MARK EVERY TIME

COTTON LIST!

SELL-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 largest single listing made to date occurred this week when the firm of Sears & Powell of Lubbock authorized 400 acres. These people will operate the Will Gilbreath place west of Hereford.

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 1923.

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	300
Kelly Gray	300
G. W. Wilson	100
R. K. Bruner	100
J. L. Fuqua	100
Claude Huribut	50
J. H. Wagner	50
J. L. Hoffman	50
O. G. Hill	50
Samp Van Zandt	50
T. T. McDermitt	40
C. P. Caldwell	40
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
J. W. Caldwell	20
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. J. Sharp	25
F. J. Eberle	14
Robert Elliott	30
Total	1,924

Castro County

I. S. Hamilton	50
Frank Cooper	50
Milton Hardy	50
B. W. Dean	45
Emmett Barton	35
Posey Cunningham	35
E. E. Roswell	35
O. E. Bosley	35
J. L. Henson	25
E. L. Knox	35
T. E. Baker	25
E. B. Wright	20
A. C. Barton	15
W. W. Phipps	15
O. C. Axtell	15
J. F. Hatcher	15
U. G. Randall	10
Rayford Ricketts	10
D. H. Allmon	50
Carpenter & Longwith	75
Total	620

Farmer County

Walter Overton	100
E. B. Black	50
Elbert Overton	50
Ed Stanley	25
J. L. Lookinbill	25
Total	250

Grand Total 2,794

Good Printing at the Brand

A. & M. DEMONSTRATION TRAIN HERE FRIDAY, MARCH 30

The agricultural department of the Santa Fe railway expects good results from the livestock demonstration train which will be in Hereford, Friday, March 30, at 8:30 a. m. for a meeting with farmers and town folks who are interested in dairying, hog raising, poultry raising, according to The Earth, the company's agricultural and industrial paper.

"In the enterprise described," says The Earth, "the Santa Fe is cooperating with the Texas A. & M. College which has several important messages for everybody who gives thought to the development of the important farming business of this great commonwealth. The college is sending its best men to present three big subjects—Professor Evans, dairying; Professor Ward, hog raising; Professor Edson, poultry raising; and others of the extension service, who will discuss the three subjects generally. These men will be disappointed if farmers fail to ask questions. They urge farmers to bring their problems to the meeting. Women are specially invited.

"In addition to the lectures mentioned, they will be a meeting for boys and girls, conducted by T. B. Wood and J. R. Edmonds, district agents of the col-

lege extension service. A number of Santa Fe officials will accompany the party.

"The train will stand at the Santa Fe station, and the meeting will start immediately on arrival.

"The Santa Fe has run a number of trains similar to the one now organizing for Texas, and satisfactory results have followed in every instance. Everything points to success for the project under way. Farmers are invited to help make it a success by attending the meeting."



UNCLE JOHN'S JOSH SPEAKING OF INCOME TAX LEAF FURDY SAYS HE CAN'T SUPPORT THE GOVERNMENT AND A WIFE ON HIS SALARY!

A. L. BIGGS INSURANCE Dependable Service

Appreciation

We value our patrons' business whether it is large or small.

And we try to show our appreciation not by words alone, but by deeds—thoughtful service, generous treatment.

The Western National Bank WILL APPRECIATE YOUR BUSINESS

"The Light of Your Life"

in a sentimental sense, will probably be the wife, sweetheart or kiddie, but in a practical sense, consider the

Mazda Lamp!

NO ARGUMENTS, FRIENDS!

Some Bargains here in USED WASHING MACHINES

Come Around

Hereford Light & Power Co. Phone 388

Why You Should Buy a DeLaval

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

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

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

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

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

C. O. Lee Hardware

Apples Apples

Fresh From Colorado

Stayman Winesap } \$2.25 per basket
Blacktwig }
Winesap }

Brown Beauty Spuds, fresh from Colorado, best what is. \$2.00 per hundred.

Alfalfa and Sweet Clover Honey, 5 and 10 pound buckets.

Golden Rule Produce Co.

Phone 108.

We deliver