

## M'DONALD ANSWERS LOCAL OBJECTIONS ON PRICES AND COSTS OF IRRIGATION FARMING IN HEREFORD'S WATER BELT

### IN HIS USUAL TWO-FISTED WAY HE COMPARES HIGH-PRICED COTTON LANDS OF CENTRAL TEXAS WITH RESULTS UP HERE

### BELIEVES CAN RAISE BALE TO ACRE

### Says Misinformation Should be Corrected and Real Facts Worked Out Before Hereford's Greatest Asset and Future Development Should be Condemned

Approach the average man on the streets in Hereford and ask his opinion about the possibilities of irrigation development here and you get practically the same answer from all. "It's too costly to put in and too costly to maintain."

"The Brand does not believe this statement and has asked D. L. McDonald to answer the question. He does so below in his characteristic two-handed fashion, without gloves. Here's what he says:

"The development of the Welliver irrigation well three miles south of Hereford last week, which, by the way, is one of the very best water producers in the State of Texas, has caused in some circles a doubt as to just how much of an asset this wonderful supply of water is to the Hereford country. There is a feeling that the irrigated farm costs too much money to start with and too much to operate.

"What is such a farm worth somewhere else, California, for instance, Iowa or Illinois in the great corn belt. As discouraging as farming has been during the past few years it still takes \$200 an acre, or more, to buy a good corn farm. And it takes the very best corn farm in America to produce as much pork, acre for acre, as the Hereford irrigated farm. Such land as we have in the Hereford country with its available water supply if located anywhere in California would be the highest priced land on the Pacific coast because they do not have such lands in that country.

"What is a good cotton farm in the black land district of Texas worth today? Will Collin county farms produce as much cotton as the Hereford irrigated farm? No, they will not, still a Collin county man wants about five acres here for one there. If you don't believe the irrigated land at Hereford will produce more cotton than the black lands in the Texas cotton belt now you will be compelled to this fall for we'll have the cotton to prove it.

"It takes just so much money to buy anything good whether it be farm lands or diamonds. It takes money to operate even the Standard Oil Company, a business that everyone knows is all profit. It takes about \$35 an acre to buy good shallow water near Hereford and around \$50 an acre to put the water on. You may spend \$25 an acre for improvements and then have only \$115 an acre invested. This is figuring on the correct unit of development—100 acres. Where in this wide world can you buy such a farm for \$115 an acre? The cost of pumping water will average about 60c per acre for each irrigation. It will take about \$5 worth of water to produce four tons of alfalfa hay to the acre. At \$15 a ton, less than half the price today, the acre yield per season will amount to \$60. Is \$5 too much to pay for water that will produce a \$60 crop? If it is then the farmers had all better move. A row crop in the driest of seasons can be grown on three irrigations at a cost of \$2 an acre. If the land is farmed right and \$2 spent for water the yield will be fully fifty bushels per acre. At the present price of \$1.50 per hundred pounds, you can haul the grain to Harrison and get \$37.50 an acre. Is \$2 too much to spend for water to grow \$37.50 worth of grain? Is \$3.50 an acre too much to pay for hog pasture that will support forty head of hogs eight months of the year?

"No, the price is not too high, either for the purchase and development of an irrigated farm or for its operation if the management is just ordinarily good.

"In place of taking for granted that irrigation is too expensive because it costs money to install and operate, would it not be a good plan to get acquainted with some of the successful irrigators and get some first hand facts. Get a line on his expense and crop yields. Ask him how much he spends for oil each year and how much he pumps. Ask Percy Welliver if he has made any money irrigating. Ask Geo. W. Brumley how many hogs he shipped last year as compared with the hog shipments the first year he irrigated.

"I do not mean that all the hogs are raised on irrigated farms but I do mean that without irrigation, very few hogs

are going to be shipped during the next twelve months.

"Ask D. P. Vaughn if he made any money irrigating, or if irrigation increases the price of land. Don't talk to the irrigation failure because he does not work, neither does he pump water. Don't talk to the man who watches the clouds for rain and lets the weeds take all the moisture from his crop—he's not an irrigator. Ask the man who irrigates.

"What the people of Hereford need is to get acquainted with their own county and its resources. There are people in Hereford who don't believe in irrigation and scold every time it is mentioned. There are people in Hereford who will advise a farmer to avoid irrigation—its no good—it costs too much—the water is not wet—you had better buy cattle with your money and farm dry. The dry farming cattle game is all right under favorable conditions. Irrigation farming will win every year under unfavorable conditions. If you do not believe in irrigation it is time to look around and get acquainted with what is going on in the irrigation world. The passive, lukewarm enthusiasm of the Hereford people in general for their greatest asset is not going to win any more than the passive resistance of the Germans is going to lick France. What is needed is some real honest-to-goodness enthusiasm of the California kind. A punch that will help the local farmer win and sell and develop this shallow water land until every acre of it is under water. Then you will live in the most productive and highest priced community in Texas.

"Can you imagine Hereford, as a town of several thousand people surrounded by a prosperous farming community with a bumper crop every year, rain or shine? With a sugar refinery for the manufacture of beet sugar. You couldn't keep it out if we had the acreage under irrigation. Grape vineyards so you could make your own wine—or if you prefer, sell the grapes because there is a big market right here in Texas. Canning factories to take care of the peas, beans, tomatoes, pumpkins, sweet potatoes, asparagus and cucumbers. You grow them every year in abundance and irrigate them even if you don't believe in irrigation.

"What would 50,000 acres of irrigated cotton mean to the town at the present price of not less than 20c? Would a textile mill mean anything to Hereford? You know the textile fellows are looking over Texas for good locations. Would three or four gins, an oil mill or a compress be a good thing for the town?

"To be sure it takes some imagination to see all these things but who will deny the existence of every one of them with even half of our irrigable land developed.

"Another thing you might think over. Is the present system of dry live stock farming winning for the Hereford country? Could irrigation farming at its worst be any 'worse'?"

**J. H. WILSON PERFORM FIRST MARRIAGE CEREMONY**

Uncle J. H. Wilson performed his first marriage ceremony last Wednesday night at 8:30 at his office, the only witness being County Clerk Berry Orr. The contracting parties, that Judge Wilson so securely tied were Miss Ola Mae Turner, daughter of Mr. and Mrs. E. F. Turner, and J. G. Williams, who resides in west Hereford on 25 Mile Ave. The happy couple and the witness claim that the Judge was a bit nervous.

**BARON AURIEMMA TO SING BUT DID NOT SPECIFY DATE**

A card from Baron Auriemma at Miami, Texas stated that he would sing at Ft. Worth to the Star-Telegram broadcasting station, the time was not mentioned. The Baron, who in this city the first week in November, raising funds for the Salvation Army. He gave a recital in connection with the local choral club and the band.

## Largest One Inch Of Rain That Has Ever Fallen Here

After one of the longest and most continuous dry spells in the history of this country, extending back to last summer, a slow steady drizzle began falling Wednesday morning and, at this writing (4:00 p. m. Friday) is still dripping. The weather gauge at the First National Bank showed an even one inch about two o'clock Friday. And it's the longest, and deepest, and widest and most thoroughly satisfactory one inch Hereford has received in many moons. For all of this inch has gone right down into the ground, to the spot where it will do the most good, and still there was no sign of a tepid.

It's a nice, warm, spring rain that won't hurt anybody or anything and every drop of which is without price to the land owners of this section. Farmers can start to work now, and there will be no excuse for standing around on the street corners talking hard times and cursing the government. Gee ain't it a grand and glorious feeling?

## Golf Membership To be Limited; Over Thirty Now

Over thirty members have signed up with the Hereford Golf Club to date. It is understood that the limit will be placed at forty.

Men were at work on the greens and others were hauling sand before the rain began. Now it is uncertain when the crew can get back on the job. Many of the members have already purchased sticks and could be found practicing energetically in between holes. The ladies also are evidencing lots of interest and announce that husbands must purchase sticks that will be suitable for their use, also.

## RAIN BREAKS UP PRESBYTERIAN DINNER FOR FRIDAY

The recent rains have been playing havoc with the evening entertainments. The Good Fellowship Class of the Presbyterian Church have postponed their Banquet indefinitely.

## MRS. J. H. WAGLEY SHIPS IN SOME VERY FINE POULTRY

Mrs. J. H. Wagley of Castro County shipped in, the latter part of last week, a fine pen of Buff Minorcas from the L. H. North and Son Poultry farm of San Antonio, Texas.

## Dallas Semi-Weekly Farm Paper Gives Interesting Dope On Our Hogs and Irrigation

Victor H. Schoffelmayer, field editor of the Semi-Weekly Dallas Farm News, who recently visited Hereford, has the following interesting story about his trip here in the issue of February 20:

"Development of a bacon type of hog for a select California trade, with consequent top market prices has become a stable institution in the Panhandle and South Plains country around Hereford, Plainview and other centers of West Texas. On a recent tour the writer was impressed with the large number of uniform hogs which were assembled at various shipping points, and still more with the premiums paid by the California trade for Panhandle porkers. This business, while comparatively new, seems destined to grow rapidly, especially in the sections where alfalfa can be depended on as a staple farm crop and grain sorghums can be grown profitably. It is finding a ready outlet for the kind and milk raised in large quantities in the Panhandle region.

"At Hereford G. W. Brumley was

caught in the act of shipping 1,500 hogs, and his only worry was to find sufficient cars to take care of the animals. Mr. Brumley began shipping to Los Angeles Jan. 1, 1921, and each week since that time, except seven weeks, has averaged not less than five cars of choice hogs. He has a large tract of alfalfa, where the hogs graze as they please. Besides, there were large stacks of grain sorghums. There were three large self-feeders, each with a capacity of 1,000 bushels, built according to Mr. Brumley's own plans; based on experience and profitable results. Kafir and milo are the chief grains fed in the finishing process and the hogs are brought to a uniform weight of about 180 pounds and not to exceed 225 pounds in six or seven months. A profitable mixture of feed consists of ten pounds of ground grain and one pound of tankage to which the hogs have access all the time in the self-feeders. They also have charcoal and salt and all the clean water, from artesian wells, to drink. Each of the self-feeders is 36x100 feet.

## Hogs for Butcher Trade

The West Texas hogs are intended for the California butcher trade. They want a hog which will dress lean and run high in percentage of marketable pork. The heavy, lard type of hog is not grown extensively in the Panhandle country, chiefly for the reason that experience has taught feeders that it has become increasingly difficult to produce lard in competition with the ever-growing demand for vegetable oils used in cooking and baking, chiefly cottonseed oil and peanut oil.

"By finishing hogs in six months the farmer gets a quick turnover of his capital invested in the hogs, instead of having to wait ten months or a year, as was the case on many farms formerly, where the lard hogs were produced.

"D. L. McDonald, one of the successful irrigation men of the Panhandle country, was located at Hereford some years ago, is an ardent advocate of the bacon type of hogs. He has found it a profitable business, although at first there was some doubt on the part of many farmers of West Texas whether hogs and milo could be fed safely to hogs in place of corn. The results justified the practice and the system is spreading rapidly.

## Excellent Climatic Advantages

"The climate in the vicinity of Hereford is exhilarating. The elevation is 3,810 feet. The winters are brisk, but short. There is abundance of clean, fresh water from numerous irrigation wells, which Mr. McDonald was the first man to put down at Hereford. Large yields of kafir, milo and other grain sorghums are produced on the fertile soil with irrigation, and alfalfa is one of the mainstays of farming practice wherever irrigation water can be had. There is a large underground sheet of water, with an average lift of about sixty feet. The wells take water from a depth of twenty-eight to ninety-six feet and the cost of lifting it is quite reasonable. Mr. McDonald stated:

"Mr. Brumley says he was never busy enough till he started raising hogs, and now that he is busy, he is satisfied. In the last few years Mr. Brumley is said to have made \$40,000 from the sale of market hogs."

## Son of Mr. and Mrs. Nicks Dies At Dallas Home

The following notice in The Dallas News will be of interest to the friends of Mr. and Mrs. B. A. Nicks, who formerly resided here:

"Nicks—B. A. Nicks, 11-year-old son of Mr. and Mrs. B. A. Nicks, 731 West Ninth street, in Oak Cliff, died Friday afternoon at a local sanitarium. He is survived by his parents and a sister, Eugenia Nicks.

"Funeral services will be held Saturday afternoon at 3 o'clock from the family residence. The Rev. Wallace Bassett, pastor of the Central Baptist Church, will officiate and burial will be in Oak Cliff Cemetery. Pallbearers will be W. C. Barnes, H. T. Hamilton, James Groves, Ben Ledbetter, James Bowers and Rex Stark."

## Come to the Dinner Monday; Hear Two Good Talks

Don't forget the Monday luncheon of the Chamber of Commerce, to be held at the Cordova Hotel at high noon February 26. Two prepared talks are on the boards and a snappy time is anticipated.

## LADIES ATTEND BIRTHDAY DINNER FOR MRS. L. GOUGH

Mesdames Geo. A. Stambaugh, A. H. Elliston and R. J. Kibbe went to Amarillo Thursday to attend a birthday dinner given in honor of Mrs. L. Gough. Mesdames Stambaugh, Elliston and Kibbe returned home Friday morning, all reporting a delightful visit.

## E. B. BLACK ASKS HELP FOR FAIR

### ADDRESSES LETTER TO MEMBERS BREEDERS ASSOCIATION

### WANTS SHOWING

### Made by the Members. Suggests Animals be Picked Out Right Now

E. B. Black, president of the Hereford Breeders' Association, and who was also recently selected as director of the stock farming work of the Hereford Chamber of Commerce for the coming year, has tackled the new work with characteristic energy and directness. Friday Mr. Black prepared the following letter to all members of the Hereford Breeders' Association:

Hereford, Texas, February 23, 1923.  
Dear Fellow Breeder:

At one of the recent meetings of the Hereford Chamber of Commerce it was voted unanimously to hold a County Fair here this coming fall. No date was selected at the time. D. L. McDonald accepted the chairmanship of this fair committee, and that means it's going over, as you all know from past experience with Mr. McDonald.

Both as president of your association and as director of the stock-farming work of the Hereford Chamber of Commerce, I am very anxious to see a splendid showing of registered Hereford cattle at this fair. The cost of getting the animals in shape will be insignificant compared with the benefits to be derived. We have the finest barn in the Panhandle in which to display our stock, and the barn is also large enough to accommodate practically the entire fair.

The registered Hereford breeders of this community represent one of the most vital arch-stones in the local industrial edifice, and to my notion the absence of the registered Hereford division at the fair would be a stain on the association, a black-eye to the success of the fair, and a reflection upon the progressiveness and public-spirit of our breeders.

I hope you will immediately begin the selection and feeding of animals for this fair, and I will also appreciate it if you will notify me when you have done so that I may have some sort of check on what is being done.

With my appreciation for your past good cooperation, and with steady optimism for the future development of our association work.

Cordially yours,  
E. B. Black.

## Alaska Potatoes Come to Parker For Seed Tests

G. A. F. Parker is in receipt of a small box of potatoes from the island of Chicago, Alaska, shipped by a former resident of this city, J. T. Bauer. Mr. Bauer is a potato farmer in Alaska and sent a fine specimen of the tuber for some good potato grower to experiment with. Mr. Bauer mentioned in his letter to Mr. Parker, that deer and bear were plentiful on the island and that he always kept a good supply on hand.

## BAY VIEW CLUB'S TURKEY DINNER IS SET FOR SATURDAY

The Bay View Club will celebrate Washington's birthday at the home of Mr. and Mrs. Arch Collins, Saturday noon with a big turkey dinner. The dinner was planned to be held at the Dameron home Thursday, but on account of the inclement weather it was postponed. Several invited guests are expected. It is to be a reunion of all the former and regular members.

## RAIN CAUSES U. D. C.'S TO POSTPONE TO FEB 26

The local chapter of the United Daughters of the Confederacy were compelled to postpone the play, "The Bravest Boy of Bunker Hill" on account of the rain until Monday night, the 26th. Mrs. C. E. Tubb has been coaching the youngsters for a long time and the entertainment will be worth while going to see. The proceeds will go to city park improvements.



# 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. E. WILSON INSURANCE AGENCY.

25 Years in The Insurance Business



### DIMMITT

Rev. H. R. Gihbreath of Olton was in Dimmitt Monday on business.

Mrs. Mayes Miller is visiting in the home of Dr. and Mrs. J. L. Guest of Plainview. She will spend two weeks or more visiting in Plainview.

G. B. Hankins made a business trip to Tulla Saturday.

Judge Ray E. Sheffy visited the Easter School Monday.

Commissioner B. F. Neely was in Dimmitt on business Monday.

Ray Sheffy purchased a new Ford Coupe one day last week.

Mrs. J. O. Ayers, who has had a severe attack of pneumonia, is recovering and will soon be able to be up.

Billie Hudnall made a business trip to Hereford last week.

Rev. Smith, the Christian preacher from Plainview, filled the pulpit at the Dimmitt church Sunday.

Rev. G. R. Fort and J. R. Hastings motored to Bovina Wednesday, on some business and while there visited in the home of Mr. Hastings' brothers, Tom and C. F. Hastings.

Mr. and Mrs. Donald Duree spent Sunday with relatives in Tulla Sunday, going over in Mr. Duree's new flivver, which he recently purchased.

Mrs. Claude Johnson is visiting in the home of Mr. and Mrs. J. A. Johnson at Canyon.

Mrs. J. R. Gollehon and children, who have been in Canyon for some time where the children were attending the normal, moved back to their place four miles southeast of Dimmitt Saturday.

Program of the Epworth League, Sunday Evening, Feb. 18

Leader—Mildred Woodlee.

Subject—Earnest Workers or Triflers.

Scripture Reading—Amos 6:1-5; Eccl. 12:13, 14.

Song—To The Work.

Prayer—Carlos Reynolds.

Scripture Reference—Earnest Unto Death—Acts 4:13-22.

Scripture Reference—The Money Test—II Cor. 8:1-7.

Scripture Reference—A Prophet Earnest—I Kings 19:9-18.

A Clipping from "Christian Observer" on Trifling—Mary Cowser.

Special Song.

Seven Reasons Why Earnest Christians Should Make Prayer a Daily Habit—By Seven Leaguers.

Talk, "Trifling with God"—Carlos Reynolds.

Piano Solo—Lola D. Bell.

Poem "All the Way"—Mrs. Woodlee.

Talk—Trifling With Religion—Joe Hastings.

Reading—Miss Annie Crawford.

Benediction—Bro. Fort.

Owing to so many of the members

being sick there had not been a meeting of the League in about a month, but there was a large crowd present Sunday night and all reported the program rendered was one of the best programs that the League had ever given.

Miss Mary Cowser will be leader of the League Sunday evening, February 25. All young people are invited to be present.

### NAZARETH

Phillip and Anna Miller were in Amarillo Friday on business.

Henry and Anton Schmucker and Frank Venhaus were in Tulla Wednesday after a few months visit with relatives and friends in Kansas and Nebraska.

Herman and Joe Huseman, Henry Lange and John Helman attended the army sale in Hereford Friday.

Mr. and Mrs. Jack Albracht and Mr. and Mrs. Joe Albracht had supper with the Joe Huseman family Sunday.

Mr. and Mrs. Joe Litsch of Hereford spent Monday and Tuesday at the Hey Kohls home.

Messrs. and Mesdames John, Jack and Joe Albracht were in Hereford on business Friday.

Mr. and Mrs. Phillip Acker had supper with the Conrad Schulte family Sunday evening.

Dr. Miller spent Sunday in Nazareth.

Bill Stork, Harold McCormick and Miss Myrtle Cobb of Tulla went to Amarillo, Friday returning home Saturday.

### SIMMS SCHOOLHOUSE

Roddy Harwell made a business trip last Friday in the vicinity of Bellview, New Mexico.

Friday Roy Hunter made a business trip near Endee, New Mexico, looking after a cattle ranch of which he is foreman.

Last week John W. Puckett of Amarillo was out at the former Jackson Ranch on business. They are planning to dip their cattle soon.

Mr. Klein, near Adrian, is sick with the flu.

Ernest Clark and wife visited Mrs. Clark's parents, the Richardson family, in Adrian last Sunday.

The threatening weather passed away last week and failed to give us any falling weather, much to the disappointment of the farmers. Today looks

like we will have some rain or snow soon.

Jeff Reed was in Adrian Sunday.

Miss Jannette Combs returned Sunday from her home near Widdorado, where she was called Thursday to attend the funeral of her grandmother, on Friday at Hereford.

Several in the community have colds.

Robert Ferguson made a business trip to Amarillo Tuesday.

Roy Hunter and Enell Whitten were in Adrian Monday on business.

John Youngblood of Mecaskey Ranch was in Adrian Sunday afternoon. We wonder why.

Mrs. Tempie Lynch and mother were shoppers in Adrian Tuesday.

E. T. Whitten made a business trip to Hereford last week.

About a week ago a little boy in the community, on the round to look after his traps was very much frightened when he discovered two of his traps were missing. The supposed monster, in an effort to free himself, had left considerable sign of a hard struggle, however, the trap did not let go. So strong was the animal the trap was pulled loose and carried away. What could it be? Was the question uppermost in the youth's mind. He did not think it possible a Mountain Lion had, in a hunger craze for food, strayed from his hiding in the faraway Rocky Mountains and ventured out on the open plains. It was not thought a Lobo Wolf was possessed of sufficient strength to make a get-away with the trap. All remained a mystery for two or three days, when the boy found his white burro roaming the pasture with one of the huge traps fastened on one leg. What became of the other trap is yet a deep mystery.

J. A. Reed made a business trip to Adrian Tuesday.

### CLEO

The community is under the impression that they are going to get rain in time to plant a large cotton acreage.

One of the most progressive farmers of our community says if he doesn't have sufficient moisture to plant Speltz, he has two hundred and forty acres to till in cotton.

Maud Rippey is now erecting a large adobe poultry house.

The community school truck has real nice weather the entire school term. They state it is a nice way to go to school.

W. H. and Elmer Dixon are hauling sand to begin the erection of a new house some time in the near future if no one's mind is changed.

Clyde English and J. H. Wagley are selling more chickens while the market is tip top.

The new proposed railway across

Castro County will be one of the greatest achievements that the county has ever received if it only comes, and we believe it will.

Mr. and Mrs. J. D. Burch are on the sick list this week.

We are glad the flu is just about over with in this part of Texas.

### SPRINGLAKE

A slow rain fell Wednesday and the night following. The skies are heavy with clouds yet so there is still hope for more moisture.

The play, "A Poor Married Man" was given Friday night at the church by the Muleshoe young people. It was well rendered and was thoroughly enjoyed by those present. The music given by the orchestra was not a small feature of the evening's program and it, too, was appreciated much by the audience. The young people cleared a total of \$25 which goes to the church work in their community.

One more bachelor's apartment of this community has been made a real home. Mr. Ed White, who has been in Gun Site, Texas for the past two weeks, returned last Wednesday with his bride. We extend to both our sincerest congratulations and to the bride a hearty welcome to our community.

The Sunday School classes of Mrs. G. R. Linville and J. L. Hinson met at the home of the former Saturday afternoon to make plans for a carnival to be given by these classes on Saturday night, March 3. Many suggestions and plans were offered by pupils and teachers and enough were accepted to make the evening a merry one. After the adjournment of the business meeting delicious refreshments of pumpkin pie with whipped cream, and hot coffee were served by the hostess's daughter, Miss Ruth.

The Ladies' Aid met last with Mrs.

Arthur Bales at the home of Miss Mable Axtell. The ladies at that time gave Mrs. Bales a miscellaneous shower which was a complete surprise to her. An excellent dinner was served to about twenty-four guests. After dinner business meetings for both the Aid and the Missionary societies were held, at the close of which the ladies went home declaring the day to have been a very enjoyable one.

R. E. Barton has been sick the past week.

W. W. Phipps was in Hereford Wednesday.

M. Dotson and C. E. Bales were business callers in Plainview Tuesday.

Charlie Dotson and Ruth Linville visited Marybelle Hamm, who was home from Canyon Normal for the week end, Sunday.

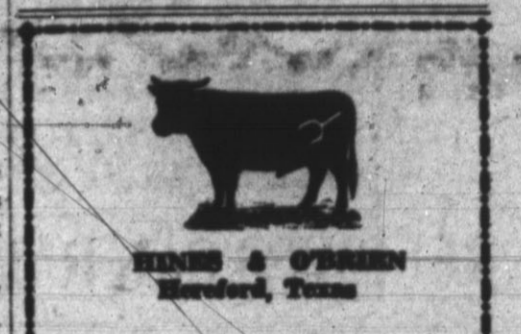
Mrs. Claude Jones of Fortales, New Mexico visited her husband at the Chas. Jones home last week end. Mr. Claude

Jones is head carpenter on the improvements going up on his brother's farm at present.

Roy Botsford and family have moved to their farm six miles southwest of Spring Lake. Mr. and Mrs. Botsford were formerly from near Hereford.

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

Free prizes offered once each month.



# 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

### Flowers

CUNNINGHAM FLOWER SHOP

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

## Abstracts and Loans

J. Frank Potts

Maps, Deaf Smith Co.—50c.

# 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 | 20 head Cows                      |
| 1 grey horse Mule                  |                                   |

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

The Florsheim Shoe appeals to the man who is particular about his shoes because of the splendid quality, the superior workmanship and the masterly manner in which his individual needs are fulfilled. The man who wears The Florsheim Shoe can be justly proud of the fine appearance of his footwear

**Fox Mercantile Co.**



# SAY!



## You Folks at

NAZARETH  
 SPRINGLAKE  
 DIMMITT  
 HART  
 BETHEL  
 FRIONA  
 BOVINA

And other points surrounding Hereford; who are not now on our mailing list:

**STUDY THE MAIL SERVICE YOU ARE NOW GETTING OUT OF HEREFORD—IT'S GOOD.** Readers of The Brand at the above points get their papers at just about the same time the Hereford City Subscribers have their noses buried in its columns—

And we have TWENTY correspondents sending in ALL the neighborhood news while it IS news—including YOUR neighborhood.

Can you afford to do without the ONLY newspaper in this territory, giving you Real service, for the small subscription we ask? No, it's true they don't ALL take The Brand, but most of them do. In fact, there is not a single CHINESE resident hereabouts subscribing for The Brand, but who wants to be a CHINAMAN?

**If you haven't \$2.00 to spare for one year, send us just FIFTY CENTS for three months TRIAL.**

# The Hereford Brand

TWICE-A-WEEK

# 100 ONE DOLLAR PRIZES

## The First State Bank & Trust Co.

Hereford, Texas  
Will Help You Make a Dollar

### 25 Percent Discount

Dishes, Aluminum and Granite Ware Specials.  
We will give a discount of 25 percent on Dishes,  
Aluminum and Granite Ware on \$ Wednesday.

Garrison Brothers Hardware

### Dollar Wednesday Specials

13 10c pkgs. D. M. Ferry garden or flower  
seed, for .....\$1.00  
Crockery, the reg. 30c per gal. value, 5 gallons  
in all sizes for .....\$1.00

Skelton's Variety Store

### Every Dollar

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

T. K. Wilson Insurance Agency

### Bakery and Lunch Counter

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

Carroll's Bakery

### Typewriter Paper

On February 21, one box letter-size blank typewrit-  
er paper, 500 sheets in attractive box .....\$1.00

The Hereford Brand

### 25 Percent Discount

25 percent off on all Tubes, Boots, Spark Plugs,  
Bulbs, Porcelain or Plugs, Chains, and Liquid  
Floor polish, wax dressing, on \$ Wednesday.

Service Garage

### Lace and Embroidery

A counter of lace and embroidery on \$ Wednesday,  
16 yards for .....\$1.00  
A woolen fibre Rug, 27x54 .....\$1.00

D. R. Gass & Son

### \$5.00

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

Price & Hough

## The First National Bank

Hereford, Texas  
Will Help You Save a Dollar

WEDNESDAY

FEB.

28

# DOLLAR W

February 28, beginning promptly at 2:00 p. m. to the lucky holders of the dup-  
licate coupons issued by the merchants of Hereford for cash purchases on Wed-  
nesday since January 31. The merchants' duplicates will all be bunched and  
put in a box and 100 numbers drawn out. You must BE THERE IN PERSON  
to get one of these presents. Bring your coupons and match them for one or  
more of these prizes.

Coupons issued up to 12:00 o'clock Wednesday,  
prizes. Coupons issued after that time will apply to  
the drawing will be held on some vacant lot on Main  
a vacant building.

READ BARGAINS OFFERED ON THIS PAGE

### Forty—40—Forty

40 bars good laundry SAIL SOAP, \$1.00 on  
Dollar Wednesday.

Williams Bros. Grocery

### Dollar Wednesday Specials

ON DOLLAR WEDNESDAY

The best \$1.35 Linoleum .....\$1.00  
Big Job Lot Wall Paper .....\$1.00  
1 Victor and 1 Medallion Record for only \$1.00

E. B. Black Company

### Dollar Wednesday Specials

One bottle Puretest Peroxide .....25c  
One bottle Sarsaparilla Tonic .....\$1.10  
This combination of two bottles on \$ Wednes-  
day for .....\$1.00

Corner Drug Store

### Men's Suits

10 Percent all the time and an extra Dollar on  
\$ Wednesday means a saving to you on a suit of  
clothes of from \$6.00 to \$8.00.

Orr's Tailor Shop

### Dollar Wednesday Specials

4 lbs. No. 1 California Walnuts .....\$1.00  
11 lbs. Fine Cane Granulated Sugar .....\$1.00  
25 lbs. Best Cane fine granulated Sugar .....\$2.25

Cash & Carry

### Dollar Wednesday Specials

2 pair 65c Fay Stockings .....\$1.00  
5 yds. 25c. yard wide, dark or light Percale, \$1.00  
1 gal. can Lippincott Apple Butter .....\$1.00  
1/2 gal. jar, \$1.20 value, Sour Pickles .....\$1.00

Geo. A. Stambaugh

Dry Good and Groceries

### Harrison

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

ON DOLLAR WEDNESDAY we will pay the per-  
son bring in to us

The Most Cream .....	\$1.00
The Most Eggs .....	\$1.00
The Most Poultry .....	\$1.00
The Most of all of these things .....	\$1.00

And Don't Forget this: We always pay TOP prices!  
Hereford Produce, I. H. Spratt, Mgr.

### On Dollar Wednesday

All trees, grape vines, berries and shrubs, regular  
prices \$1.25 to \$2.00, go at \$1.00 each on Dol-  
lar Wednesday.

Hereford Nursery Co., L. P. Landrum

### Dollar Wednesday Specials

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

Auto Utility Station

### Meal and Oats

25 lbs. sack of Meal, and 2 pkgs. National  
Oats, for .....\$1.00

L. W. Carlyle's Grocery

### Dollar Wednesday Specials

Special sale on Tennessee Red Aromatic Cedar  
Ceiling, especially good for lining closets, boxes,  
etc.

Panhandle Lumber Company

### On Dollar Wednesday

The C. O. Lee Hardware will give you your mon-  
ey's worth on Dollar Wednesday or any other day.

C. O. Lee Hardware Co.

### Made-to-Measure Shoes

On Dollar Wednesday, leave your order for made-  
to-measure Shoes, only \$7.50 per pair.

Tubb Shoe Shop

# ITEMS TO BE GIVEN AWAY

## WEDNESDAY

### GENERAL AUCTION SALE

also next Wednesday, February 28. Quite a lot of stuff has already been listed with Auctioneer Williams and if you have anything in the livestock line, farm machinery, household goods, that you wish to dispose of COME TO THE AUCTION SALE NEXT WEDNESDAY.

WEDNESDAY  
FEB.  
28

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

### Nails and Staples

Nails and Staples at 6c per pound, on Dollar Wednesday only.

Dunlap Hardware Company

### Clocks—Tablets

\$1.50 Alarm Clocks, at \$1.00 on \$ Wednesday  
3 doz. 5c Pencil Tablets at ----- \$1.00

City Drug Store

### On Dollar Wednesday

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

Hereford Light & Power Company

### Dollar Wednesday Specials

22 Men's Handkerchiefs, imitation linen ---- \$1.00  
6 prs. Men's Socks, 25c value, \$ Wednesday, \$1.00  
Many other bargains on \$ Wednesday.

The Popular Store

Your Insurance Business will be appreciated by this Agency.

A. L. Biggs, Insurance  
Dependable Service

### Willard Batteries

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

Electric Service Station

### Free For Ladies

On \$ Wednesday, a 35c powder puff with each \$1.00 purchase of face cream and powder.  
7 Gent's Handkerchiefs, value 15c each, and two cakes of Shaving Soap, ----- \$1.00

J. J. Clark, Druggist

### Dollar Wednesday Specials

\$1.50 value Tire Pump, Dollar Wednesday, \$1.00  
AC Titan Spark Plug, \$1.00 value, 2 for ---- \$1.50

Beavers Brothers Garage

### Rockwell Brothers Lumber Co.

Hereford, Texas  
Guarantees You Satisfaction Telephone 4

### Ladies' Rest Room

Our rest room is clean and neat and is for your convenience.

Magnolia Filling Station

### Dollar Wednesday Specials

6 yds. 36 in. Challies for comforts ----- \$1.00  
Men's half hose, 20c value, 7 pair for ----- \$1.00  
7 yds. 27 in. Gingham in plaids, stripes and solid colors, for ----- \$1.00

Fox Mercantile Company

### Dollar Wednesday Specials

Columbia Hot Shot, \$2.75 value, Batteries, on \$ Wednesday for ----- \$1.00  
With every casing sold on \$ Wednesday, I will give a tube to fit it for ----- \$1.00

Thompson's Garage

### Cleaning and Pressing

We invite your to try our One Day Service, on Cleaning and Pressing, Dollar Wednesday

C. P. Ringer Tailor Shop

### Casings

Federal, Oldfield, Firestone, Pennsylvania Casings; Cherokee and Federal Tubes, both in gray and red. Positively the largest stock of Tires I have ever had.

W. C. Fallwell Filling Station

### Purina

35 lbs. Baby Chick Chow ----- \$1.00  
25 lbs. Chicken Chowder ----- \$1.00

Jones & McLean Grain Company

### Casings

32x3 1/2 ----- \$11.00  
1 can Stephens, all-rubber cold patch outfit, --- 40c

Stephens' Associated Stores

L. M. Forister

### Dollar Wednesday Specials

Good box Apples ----- \$2.00  
A good box of apples, 100 pounds Spuds and a gallon of honey, all for \$5.00. We want your poultry.

Golden Rule Produce

H. H. Hawkins, Mgr.

### Auction Sale, Dollar Wednesday, February 28!

We are still listing for the big \$ Wednesday Combination Sale, Feb. 28, at the Jones & McLean Wagon Yard, beginning promptly at 1 p. m. Come early and arrange your stock for the Sale.

W. S. WILLIAMS, Auctioneer

### Shoes For \$1.00!

3 pr. ladies' 50c black or brown Lisle Hose, \$1.00  
Men's \$1.75 medium wt. Union Suits ----- \$1.00  
Double stamps always on \$ Wednesday.

J. O. Newell

### Dollar Wednesday Specials

Two, 30x3 1/2 Casings ----- \$13.95

Wilkinson Motor Company

### Flowers

Wreathes on \$ Wednesday ----- \$1.00  
A special on \$5.00 Hats, on \$ Wednesday.

Vogele Millinery

### Your Choice

Of any \$1.50 article in this store on Dollar Wednesday for ----- \$1.00

W. H. Ray, Jeweler

### Dollar Wednesday Specials

4 2 1/2 lb. Cans of Peaches ----- \$1.00  
3 lbs. Bulk Coconut ----- \$1.00

Frank A. Gyles Grocery

# SUNDAY SERVICE

Church and Societies

**Immanuel Lutheran Congregation**  
Confirmation instruction at 9 a. m.  
Service at 9:45 a. m.  
Sunday School after service.

**Church of Christ**  
(Two Blocks North of Courthouse)  
Bible Study Classes, 10:15 a. m.  
Regular Lord's Day Worship, 11:00 to 12:00.

The Sunday Night Bible Study has been changed to 3 o'clock in the afternoon.  
Everyone is cordially invited to each of these services at all times.  
W. A. Knox,  
A. S. Higgins, Elders.

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

**Methodist Church**  
Sunday School, 9:45 a. m., W. H. Ray, Supt.  
Morning Services at 11 o'clock.  
Sermon subjects "The Goodwill of a Lifetime."

**Junior Missionary Society, 3 p. m., Mrs. J. A. Stegall, Supt.**  
Intermediate League, 6:30 p. m., Mrs. Olive Edwards, Supt.  
Senior League, 6:30 p. m., Miss Grace Sites, Pres.

Evening services at 7:30 o'clock.  
Sermon subject, "The Marred Vessel."  
Women's Missionary Society, Wednesday, 2:30 p. m., Mrs. J. Frank Potts, Pres.

Y. P. M. S., Wednesday, 4:15 p. m., Mrs. J. B. Jones, Supt.  
Prayer Meeting, Wednesday, 7:30 p. m.  
Choir Rehearsal, Thursday, 7:30 p. m., Miss Swisher, Director.

Orchestra Practice, Tuesday, 7:30 p. m., Mrs. A. C. Thompson, Director.  
Don't miss these services. We promise you something worth while.  
L. N. Lipscomb, Pastor.

**Baptist Church**  
W. R. Hill, Th. M., Pastor  
The Sunday School, with Alec O. Thompson the general Supt., meets for Bible study at 9:45. Classes with trained teachers for all ages.

Morning Worship at 11:00 o'clock.  
Sermon subject, "Some Commendable Characteristics of Satan."  
Sunbeams meet at 3 o'clock, with Mrs. E. V. Allen and Mrs. John Hughes as Supts.  
The Senior B. Y. P. U. is meeting on Monday at 7:30 p. m.  
Evening Worship service at 7:30.  
Sermon subject, "One of God's Rich Provisions for Individuals."

Visitors are cordially invited to worship with us. **COME and WELCOME.**

**Presbyterian Church**  
9:45 a. m. Sunday School.  
11 a. m. Preaching Services.  
5:00 p. m. Junior C. E.  
6:30 p. m. Intermediate C. E.  
6:30 p. m. Senior C. E.  
J. R. Sharp, Pastor.

**First Christian Church**  
9:45 a. m. Sunday School.  
Morning Hour:  
Prelude "Sonata Pathétique," Beethoven  
Hymn 24, Congregation standing  
Invocation and Response  
Communion Hymn No. 323  
Communion Meditation, "Prelude" Cadman

Offertory, "By the Waters of the Minnetonka," Lieurance  
Announcements  
Quartette—Messrs. Guthrie, Smith, Steckman and Shaw  
Sermon, "What is the Church?" Pastor  
Invitation Hymn, No. 163

Evening Hour:  
Hymn No. 17  
Hymn No. 297  
Responsive Reading No. 52, Page 64  
Hymn No. 408, Congregation standing  
Evening Prayer  
Hymn No. 312  
Announcements

Offertory, No. 490  
Quartette—Messrs. Shaw, Sullivan, Thurman and Merrill  
Sermon, "The True Ideal," Pastor  
Invitation Hymn No. 163  
Paul J. Merrill, Pastor.

**Junior C. E., Christian Church**  
Topic—"Unto the Least of These"—Orphanage Work.  
Song—Little Soldiers.  
Song—Jesus Loves Me.  
Sentence Prayers by Juniors.  
Scripture—Acts 16:19, 10—Raymond Purcell.

Poem—A Prayer—Francis Elliston.  
A True Missionary Story—Earle Marie Foster.  
Story of Alexander Duff—Mrs. Ramsey.

Questions on our India Orphanages.  
Surprise Number.  
Offering.  
Benediction.

**Y. F. S. C. E. Presbyterian Church**  
Topic—What are Some of the Temptations to Lie? And How Can We Overcome Them?  
Leader—Zula Woods.  
Scripture—Dale Rodkin—Prov. 12:17-22.  
How Can We Best Overcome a Temptation to Lie?—Mary Brady.

What Help for Truth-Telling Can we Get From the Bible—Audrey Carroll.  
Sentence Prayers.  
Does it Ever Pay to Tell a Lie? Why Not?—Elizabeth Corbett.  
Special music.  
What is the Extent of Harm Done by a Lie?—Roy Reid.  
Prayer by Bro. Sharp.  
How Does Our Christian Endeavor Society Help us to be Truth Lovers?—Vera Godwin.  
Pastor's five minutes.  
Business.  
Benediction.

**Presbyterian J. C. E.**  
Leader—Ruby Gould.  
Song.  
Sentence Prayer.  
Topic—City Children That Need Our Help. Ps. 72:12-13.  
What Need Have We Seen Among City Children—Edgar Ireland.  
What Has Our Society Done for Children—Frank Cogswell.  
What Temptations Must City Children Face—Mary Broadwell.  
Neglected Children—Evelyn Witherspoon.  
Underfed Children—Carroll Laird.  
Children That Never Hear the Gospel—Johnnie Haberer.  
Song.  
Piano Solo—Edna M. Williams.  
Business.  
Collection.  
Prayer.

(Continued on page 7).

# Back on the Job!

Early next week (surely by Dollar Wednesday) we expect to be ready for business. We are proud of our new building and want you to call and inspect it.

As an opener and special for

## Dollar Wednesday

we will offer 30x3 1/2 U. S. Chain Tread tires for \$10.00. Regularly lists at \$13.85.

# H. L. Rice

# GENERAL FARM SALE

We will sell at public auction at Fairview Stock Farm, also known as the old E. W. Morgan place, two miles west of Hereford, on the Tierra Blanco road, the following described property, on

## Monday, Feb. 26

Beginning at 10 a. m. - Free Lunch at Noon

### Mules

- 2 dunn mare Mules, wt. about 2100, smooth mouth
- 2 brown mare Mules, age 9 yrs., wt. 1800
- 1 black horse Mule, s. m., wt. 900
- 1 bay horse Mule, s. m., wt. 850
- 1 good gentle saddle Pony for children

### 21 Head Cattle

Mostly Milk Stock

- 8 Jersey Milk Cows
- 3 half Jersey Milk Cows
- 1 Holstein Milk Cow
- 1 half Holstein
- 3 Heifer Yearlings
- 1 Steer Yearling
- 3 Calves
- 1 registered Jersey Bull, 2 yrs. old

### Hogs

- 2 registered Duroc Gilts, 10 mo. old
- 2 registered Duroc Pigs, 5 mo. old

### Chickens

About 5 doz. full blood White Leghorn Hens, M. Johnson stock

### Machinery

- 2 McCormick Row Binders
- 1 J. I. C. one row Lister, good as new
- 1 Jno. Deere Lister
- 1 Emerson Disc Harrow
- 1 3-section Drag Harrow
- 2 slide Go-Devs, with Knives
- 1 low wheel Wagon without rack
- 1 Gang Disc Plow
- 1 two-row Sod Planter
- 2 Garden Plows
- 1 Ford Car

### Household Goods

- 1 Pathe Phonograph, 35 records
- 2 iron Bedsteads
- 1 Sewing Machine
- 1 Dining Table
- 1 new Perfection Range, with fireless Cooker
- 1 4-burner Florence Range
- 1 oil Heater
- 2 coal Heaters
- 1 Cupboard
- 1 Golden Harvest Cream Separator
- 1 Safety Hatch Incubator, 125 egg c.
- Linoleum, Chairs, Chicken Coops, Barrels, in fact, about everything that goes with a general farm sale.
- Have 4 sec. farm and grass to lease

TERMS: Nov. 1st on all sums over \$15.00 bankable note bearing 10 percent interest. 5 percent discount for cash on sums over \$15; under \$15, Cash. No property to be removed until terms are complied with.

# T. T. McDermett and J. A. Trammell

Clerked by FIRST STATE BANK & TRUST CO.

COL. W. S. WILLIAMS, Auctioneer

## Apples Apples

Fresh From Colorado

Stayman Winesap }  
Blacktwig } \$2.25 per basket  
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

# 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

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

**FOR SALE**—Some good pigs and shoats of all sizes. Phone 57.  
 9-4t Mrs. Lem Chesher

**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  
 8-4t Panhandle Lumber Co.

**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**—New wheel for 16 ft. Eclipse windmill; also tractor will sell or trade. Pasture for lease.  
 7-4t Mrs. G. R. Ward, Phone 78.

**FOR SALE**—Baled Hygeria Pummies, choice stuff. \$12.50 per ton delivered. Phone 203-F21. Jim Robinson.  
 7-4t

## FOR RENT

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

## WANTED

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

## Kansas City Live Stock Bulletin

Market compared with last Monday. Cattle steady to 25c lower. Hogs 25c lower. Sheep 50c higher. Prospects slow market balance of week.

**BEEF STEERS:**  
 Good to Choice \$8.75 to \$9.50  
 Fair to Good 8.00 to 8.75  
 Common to Fair 7.00 to 8.00

**FEEDERS:**  
 Good to Choice \$7.50 to \$8.00  
 Fair to Good 6.75 to 7.50  
 Common to Fair 5.00 to 6.75

**STOCKERS:**  
 Good to Choice \$7.00 to \$7.65  
 Fair to Good 6.25 to 7.00  
 Common to Fair 5.00 to 6.25

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

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

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

**CALVES & YEARLINGS:**  
 Baby Beef \$8.25 to \$9.25  
 Killers 6.50 to 7.50  
 Veals, Fair to Good 8.00 to 12.00  
 Veals, Common to Fair 4.00 to 8.00

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

**BOGS:**  
 Light \$7.75 to \$7.95  
 Heavy 7.00 to 7.80  
 Packing Sows 6.75 to 7.00  
 Pigs 7.00 to 7.50

**SHEEP:**  
 Fat lambs 13.50 to 14.75  
 Lambs, Culls 9.00 to 11.00  
 Wethers 8.50 to 9.00  
 Fat Ewes 6.00 to 8.25

**RECEIPTS:** Monday Last Week  
 Cattle 12,000 38,500  
 Hogs 18,000 62,300  
 Sheep 6,000 28,300

LEE LIVE STOCK COM. CO.  
 February 19th, 1923

Good Printing at the Brand

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

# Poem

## UNCLE JOHN

If it wasn't for expenses which is certain to accrue, I wouldn't mind the problems of existence like I do. . . . I allers' favored incomes, an' have spoke in their defense, but you can't produce an argyment in favor of expense!

**EXPENSES**  
 I gather in my wages, when the same is duly earn't, and lay aside a stipend for the gasoline I've burn't,—I figger on a surplus to retain fer saltin' down, but she never lasts a minnit, when I mosey off to town!

To jugulate expenses is the climax of my will, when I go against a blowout with a seven dollar bill,—but a double-header hits me whar the chicken got the axe, an' she sweeps away my surplus like a corporation tax!

I never knowed a failure that disbursements didn't cause; there's a world of forked lightning in our economic laws—and I'll give the feller credit fer a wagon-load of sense, that invents a safety income, which is bigger than expense!

*For Uncle John*

## CHURCH NOTES

(Continued from Page 6)

**Junior Missionary Society**  
**M. E. Church**  
 Feb. 25

Song.  
 Prayer  
 Song.  
 Bible Lesson—The Ascent at the End of the Journey—Matt. 28:16-20.  
 Leader—Elva Leatha Mayhall.  
 Song—Virginia Cox.  
 The People That Nobody Understood—Carl Spratt.  
 The People with the Flowery Flag—Alline Cox.  
 Business.—Bring dues.

**Methodist Intermediate League**  
 Subject—Better Sabbath Keeping.  
 Hymn No. 278.  
 Scripture Lesson—Jeremiah 19:27.  
 The Sabbath of Law—George Murphy.  
 The Sabbath of Lawlessness—Inez Jowell.

The Sabbath of Love—Wanda Wilkinson.

Jesus in the Synagogue—Luke 6:6-10—William Parker.

Another Sabbath Day in Jesus's Life—Luke 13:10-17—Louise Jacobsen.  
 Hymn No. 38.

How to Keep the Sabbath all the Week—Alline Hodge.

Sentence Prayer.  
 Announcements.  
 Roll Call—answered by "A Good Way to Spend the Sabbath".

Reading—Martha Duncan.  
 League Benediction.  
 Leader—Mattie Lou Harrison.

**International S. S. Lesson for Feb. 25**  
**The Parable of the Pounds**  
 Luke 19:11-48

As Jesus and His disciples are nearing Jerusalem, the journey becomes harder and more anxious. A veiled picture is before them of how Jesus would be rejected, arrested and crucified. The disciples felt a heavy responsibility resting upon their shoulders as their

Master was about to leave their midst. And as He walked with them over the hilly road for the last time, He told them the parable of the pounds to encourage them in years to come and because the multitude thought He was going to set up a temporal kingdom. To correct this false idea Christ transforms the literal parable and uses the images as emblems of His Messianic kingdom. As stewards in His kingdom on earth we might learn something of our duty and responsibility.

Christ represents the nobleman. And He called ten of His many servants and delivered to them each a pound. Not as a gift did He give it, but as an investment to try their fidelity and capacity. This was not a money making proposition but a foundation upon which character should be built. Those that are faithful in that which is least will be faithful also in much. Faithful practice of scales and simple pieces makes the musician; faithful to the small details in the home, such as neatness, kindness and politeness trains the child for citizenship. George MacDonald said, "It does not matter so much whether you preach in Westminster Abbey or teach a ragged class, so you are faithful."  
 Tho the Nobleman is immensely pop-

## Hog Men!!

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

Information gladly given.

**E. H. Shore**

Phone 237 District Manager

# Shelled Yellow Corn

Now on tracks, \$1.75 per hundred while in ear— 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**

ular, some of the citizens hate Him and send a message after Him, saying, "We will not have this man reign over us." Unwilling people even now refuse allegiance. And when the Nobleman received His kingdom, as Christ will, no amount of wickedness could defeat His purpose. He demanded that those to whom He had entrusted certain responsibility give an account of their investment.

Then came the first saying, "Lord, Thy pound (not mine) hath gained ten pounds." And He said unto him, "Well done, thou good servant; because thou hast been faithful in a very little have thou authority over ten cities."

The second having gained a smaller profit, is entrusted with much less responsibility. The third came, saying, "Lord, behold, here is Thy pound which I have kept laid up in a napkin for I feared Thee, because Thou art a hard, grasping man. The type of man having such a false conception of loyal service does not understand his Master. How important that we try to understand. Christ is well disposed, giving us a chance to promote ourselves. He judged the unprofitable servant out of His own mouth. The pound that he had was taken away and given to him who had ten pounds. This is the result of natural laws. "Capacity increases with exercise, and decreases with neglect." To use our muscle makes muscle,

our minds, brighten the mind, our education, broadens education.

It may not seem fair to give to the one who has acquired abundantly, but why give it to the idler who kills time by living an empty, useless daily program. The sins of omission are as fatal as the sins of commission. Practical application to our chances or education, physical development and useful activities are rewarded one hundred fold. Faithfulness and countability are fundamental principles. "That unto every one which hath shall be given and from him that hath not, even that which he hath shall be taken away from him."  
 Mrs. C. C. Bowman.

## ALL WORN OUT

Does morning find you with a lame, stiff and aching back? Are you tired

all the time—and work a burden? Have you suspected your kidneys? Hereford people endorse Doan's Kidney Pills. You can rely on their statements.

Mrs. W. B. Anthony, Hereford, says: "My back ached all the time and I could hardly sleep, and when I did, such sharp, stinging pains caught me in the small of my back I could hardly straighten. Every muscle in my body was sore, and it hurt me to move. I was tired and worn out all the time and I also had dizzy spells and felt weak. My kidneys were weak and irregular in action and there were other symptoms of kidney trouble. I saw Doan's Kidney Pills advertised and began using them. Three boxes of Doan's cured me entirely of all the trouble."  
 Get at all dealers. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

1901

## Cotton Planting!

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

GARRISON BROS.

1923

# 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

## LOOK

at your insurance policy, to see when it expires, and on or before the expiration date send to this Agency, and same will be properly renewed in one of the following named Fire Insurance Companies, viz:

HOME INSURANCE COMPANY, NEW YORK  
 AETNA INSURANCE COMPANY, HARTFORD, CONN.  
 ROYAL INSURANCE COMPANY, LIVERPOOL, ENG.  
 CONTINENTAL INSURANCE COMPANY, NEW YORK  
 ORIENT INSURANCE COMPANY, HARTFORD, CONN.  
 GREAT AMERICAN INSURANCE COMPANY, NEW YORK.  
 HARTFORD FIRE INSURANCE COMPANY, HARTFORD, CONN.  
 FIDELITY-PHENIX FIRE INSURANCE COMPANY, NEW YORK

Your business appreciated and protected.

**A. L. BIGGS, Insurance**  
 Dependable Insurance

Phone 50

Theatre Building

# 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

**HOME SWEET HOME**  
"Oscar," she said, "Good Music."  
Terry Gilkison  
ARTIST

"I'll see if I can't break up her chatter with a little music. I know how to handle her!"

"Oh ya-as! Just play anything you wish. I love all good music."

"Well it's your turn to listen now!"

**HOME HABITS**  
R.L.G. FROM WILLIAMSTOWN WVA SENDS THIS ONE - MY BROTHER ALWAYS PUTS HIS HAT ON A CHAIR WHERE SOME ONE IS SURE TO SIT ON IT. YOU SEND UP ONE -

**HOME HABITS**  
OSCAR MRS. SIMPSON ASKS, WOULD YOU PLAY AN INSTRUMENTAL PIECE! SHE DIDN'T CARE MUCH FOR THAT ONE!

**HOME HABITS**  
FALSETTO ACCOMPANIMENT  
"WHEN YOU AND I WERE YOUNG MAGGIE!"  
"YOUNG MAGGIE-EI!"

**Local Happenings**

H. A. Lewis of Clovis reached Hereford Friday morning.

T. E. Wilson made a business trip to Farwell Wednesday morning.

Butter Milk Starters for Baby Chicks, Jones & McLean.

H. M. Cradington of Amarillo was in this city on business Wednesday.

Bian Poff reached home Wednesday morning from points in central Texas.

\$1.35 Best printed Linoleum for \$1.00 9d. next Wednesday. E. B. Black Co.

H. B. Sparks of Quanah, Texas, reached Hereford Wednesday morning.

Mr. and Mrs. W. E. Esterling of Harts, Okla., were in this city Thursday.

Spelts seed, extra good. Jones & McLean.

O. E. Scott of Fortales, N. Mex., reached Hereford Wednesday morning.

Tom and Grover Sanders made a business trip to Friona Friday morning.

J. M. Kimmons reached Hereford Friday morning from a business trip to Oklahoma.

Spelts seed, extra good. Jones & McLean.

F. S. Cleveland of Roswell, N. Mex., was in this city on business Wednesday morning.

Big bundle job lot wall paper, 15 to 25 double rolls for \$1.00 next Wednesday. E. B. Black Co.

Mrs. W. H. Expe and little daughter, Miss Lorene, of Friona were in this city Thursday on business.

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

G. W. Turner of Friona reached Hereford Wednesday morning from a business trip to Kansas City.

Miss Waldine Wilson visited in the home of her parents, Mr. and Mrs. J. H. Wilson, the first of the week.

Good Red Oats for seed. Jones & McLean.

Mrs. W. A. Purcifull and baby of Clovis, reached Hereford Thursday morning. Mrs. Purcifull will visit in the home of her mother, Mrs. Hattie Rutherford.

I. I. Garton was in Hereford Wednesday morning. Mr. Garton was re-

**Uncle John's Josh**

NOTHING IS MUSIC TO SOME MEN'S EARS BUT BANK NOTES.

**County Teacher's Meeting**  
Progressive School House  
Saturday, March 10  
1923

Music ..... Progressive School  
Prayer .....  
Music ..... Boys Glee Club  
Welcome ..... C. C. Bowman  
Response ..... Miss Alfreda Henderson  
Reading ..... Mrs. Otto Massie  
Song and Program ..... Akren School

The Benefit to be Derived From This Meeting:  
From Standpoint of Teacher ..... D. W. Hawkins  
From Standpoint of Patron ..... C. P. Galley  
From Standpoint of Pupil ..... A. S. Higgins  
Piano Duet ..... Lenis Anthoy, Mary McDonald  
Address ..... Rev. Paul J. Merrill

DINNER HOUR (Bring Baskets)

Song ..... Progressive Community  
Address ..... County Supt. W. M. Megert  
Music ..... Boys Glee Club  
Community Co-operation in Our Schools ..... Miss Ornie Walker  
Music ..... Boys Glee Club  
One Great Benefit to Be Secured From Our Rural Schools .....  
English in Our Schools ..... Miss Jessie Sisk  
Address ..... Mrs. B. F. Guthrie  
Judge J. P. Slaton

turning to Clovis from the meeting of railroad officials at Amarillo the first of the week.

**Bake Sale**  
The Mothers Club will hold a Bake Sale at the Carlyle Grocery Saturday, Feb. 24. A specialty will be made on cakes and chickens. 8-9

**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 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.

**YES, THIS IS THE BEST CARPET & RUG HOUSE**

*We Sell Carpets and Rugs*

as we do everything else, at the most reasonable prices consistent with quality.

The good, serviceable, beautiful kinds that never disappoint.

At no time have we shown a better variety of more beautiful patterns, designs and colorings. Your floor covering interest lies here.

Figure with us when you are in need of anything in Floor Coverings.

During next week we will give a liberal discount on all Art Rugs, as well as Linoleum. Come to see us.

**E. B. Black Co.**  
"The Big Store With the Little Price"

Mrs. E. T. Nixon left Hereford for her home in San Bernardino, Calif. Wednesday morning. Mrs. Nixon has been visiting in the home of her sister, Mrs. G. A. Harris.

Good Red Oats for seed. Jones & McLean.

Mrs. Elmer O. Farrell and two children reached Hereford the first of the week from southern Missouri. Mr. Farrell is owner of the old Dr. Rucker Ranch, 12 miles northwest.

Next Wednesday "Dollar Day", we will sell 1 Victor Record worth 75c and 1 Medallion Record worth 75c, and pkg. needles, all for \$1.00. E. B. Black Co.

W. H. Viperman and W. E. Brownlee of Cheyenne, Wyoming reached Hereford Wednesday morning. Messrs. Viperman and Brownlee will be with the Southwest Bell Company linemen.

**MEMBERS OF MOTHERS' CLUB ENTERTAIN HUSBANDS**

The members of the Mothers' Club entertained their husbands and a few invited guests on Tuesday evening at the home of Mr. and Mrs. J. B. Jones. Washington's birthday was featured in the decorative scheme with flags and patriotic designs, which were also used very effectively in the refreshment course. The ever fascinating game of "42" was indulged in until a late hour.

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

Good Printing at the Brand

**Dimitz 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 play "The Bravest Boy of Banker Hill" will be staged February 26th. Benefit of the Park Fund of the U. D. C. Prices, 20c and 30c.

**PERFECT HEALTH**  
Tutt's Pills keep the system in perfect order. Regulate the bowels and produce **A VIGOROUS BODY**. A sovereign remedy for sick headache, constipation.

**Tutt's Pills**

**BROOKS SALE WILL BE HELD TUESDAY FEBRUARY 27TH**

The E. T. Brooks public sale has been delayed on account of rain. The sale is postponed to Tuesday, February 27, when it will take place under the same conditions advertised.

The box supper at the Files Schoolhouse, known by many as the Weems school, has been changed from Friday, March 2, to Saturday, March 3, on account of the Fairview School Play to be given March 2—By order of Committee.

**A. L. BIGGS INSURANCE**  
Dependable Service

**WICHITA, KANSAS MAN INSPECTING HIS LAND HERE**

Amos O. Brubaker of Wichita, Kansas, reached Hereford Thursday morning! Mr. Brubaker has been visiting with his brother at Angleton, Texas and is here on this trip inspecting his land which is located northeast of Dawl. H. G. Conkright has the land leased; This is Mr. Brubaker's first visit to this city since 1909.

**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 rump 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

**A Good Time to Look After Your Fences**

This is the season to build fence, repair the old one, and get in shape for the coming season. We have everything you need to do the work, but the muscle. You will find our yards supplied with lumber, posts, wire, staples and nails, and any of our managers will be glad to help you figure out your needs.

**PANHANDLE LUMBER CO.**  
OUR AIM—TO HELP IMPROVE THE PANHANDLE

**"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**