

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, JULY 12, 1921.

21st YEAR, NO. 35.

CATTLE POOL WHILE SMALL APPRECIATED

HENRY WILKINSON AT BIG MEETING CALLED AT KANSAS CITY FOR CONFIDENCE

Main Results Will be Rescue Of Cattle Paper From Pessimism

Henry Wilkinson, president of the First State Bank & Trust Company of Hereford, is back from a trip to Kansas City where he attended the Cattle Loan Pool convention. The Brand asked Mr. Wilkinson for an interview on the objects and results of the meeting. Mr. Wilkinson says:

"While in Kansas City last week I had the pleasure of attending the meeting of cattle loan men and cattle loan bankers of the United States called by Mr. George S. Hovey, President of the Inter-State National Bank of Kansas City, for the purpose of discussing the proposed \$50,000,000 so called Bankers' Cattle Loan Pool, which has for its purpose the handling of live stock paper.

"This was the most remarkable meeting I ever attended in many respects. When the roll was called almost every loan company, who had been asked to have a representative there, answered. In this meeting was represented virtually all the cattle loan companies of the United States. There were representatives present from as far west as Spokane, as far north as Chicago, as far east as St. Louis, and south as far as Fort Worth and Houston, as well as San Antonio and San Angelo.

"It was the opinion of those present that the Pool, while not adequate to cut a very great figure in handling cattle paper, because it is not large enough, will be of material assistance to the industry by re-establishing confidence in cattle paper, so that Eastern bankers who have been buyers of cattle paper, so that Eastern bankers who have been buyers of cattle paper will continue to purchase it.

"Mr. McClure of the Orman Commission Company of Kansas City, who is to have the active management of the Pool and whose office will be in Chicago, was present and explained in detail the operation of the Pool to those present and stated that they expected to be ready for business by July 18, at which time he hoped the cattle loan companies would avail themselves of its facilities. Virtually all of the loan companies represented expressed themselves in this respect by stating that they would co-operate in every possible way and begin sending in paper as soon as the proposed Pool is ready for business.

"Governor J. Z. Miller of the Kansas City Federal Reserve Bank, and Mr. Asa Ramsey, Federal Reserve Agent of Kansas City, were both present and were pleased with the manner in which the Pool is to be conducted and explained in detail its relation to the Federal Reserve Banks as applied to the eligibility of the paper proposed to be taken by the subscribing banks. Mr. Miller told us that in the Kansas District alone there is approximately \$200,000,000.00 of cattle paper and that in the other eleven Federal Reserve Districts there is possibly an equal amount so it will be seen that there is estimated to be a billion dollars in cattle loans in the United States, and that the proposed \$50,000,000.00 Bankers' Pool can only absorb 5 percent of that amount, but \$50,000,000.00 is no mean sum and will be of great benefit to the cattle industry. The greatest benefit will be the psychological effect of creating a sentiment favorable to cattle paper."

J. Frank Potts Will be Speaker For Next Lunch

The speaker for next Monday's luncheon of the Chamber of Commerce will be J. Frank Potts. The place will be the City Cafe, and the subject of Mr. Potts' address will be the changing local conditions whereby the small stock-farm is gradually taking the place of the big ranch as the basis for banking credits, and the ways and means necessary to meet these conditions.

Mr. Potts, as secretary-treasurer of the local Federal Land Bank Association is in a peculiarly advantageous position to glimpse this change and its effects, and will be able to throw new light on the problem in a way that should be of vast interest to every man in this community.

AMERICAN LEGION GOING BACK TO FRANCE



The American Legion is sending a pilgrimage back to France. The delegation will sail from New York, Aug. 3. More than two hundred representatives of the various posts will make the trip. The French nation, to be present at the unveiling of the Flirey Monument, with the new national commander, John G. Emery, present. Ambassador Jusserand presented the first replica of the monument to President Harding then extended an official invitation to the American Legion to be the guest of the French nation at the unveiling. In the picture, left to right, are: President Harding, Ambassador Jusserand, Ass't. Sec'y of Navy Theodore Roosevelt and Commander John G. Emery.

Ira Ricketts Is Badly Hurt When Kicked by Horse

Ira Ricketts who resides on the Otho Beene place north of Hereford, was kicked in the abdomen last Thursday afternoon by a horse. For a time his condition was considered very serious and he was operated on Saturday at the Sanitarium. He was badly bruised and one puncture in his intestines was found and repaired. Tuesday he was reported to be doing very well.

New Roof Planned By Commissioners For Courthouse

A new roof for Deaf Smith county's magnificent courthouse has been decided upon by the Commissioners Court, which met in regular session on Monday of this week. Commissioner J. H. Wagner was unable to attend owing to the harvest. An allowance of from \$3,000 to \$3,500 has been made by the court for this work, and construction companies are now being asked to submit figures on an asphalt roof. One company has already figured it out and guarantees the new roof for ten years.

This is a very badly needed improvement. It has always been more or less of a mystery why a roof to correspond to the building was not put on at first.

BRUNKS COMEDIANS OPEN ENGAGEMENT TO LARGE CROWDS

Brunk's Comedians opened an engagement here in their new tent Monday night and were greeted by a generous sized audience. The play was excellent and received many favorable comments. In the afternoon, and again before the performance, the band gave concerts. This musical feature of the show is especially good.

Brunk's is beginning to be recognized over the Panhandle as the highest type and best managed of any of the traveling tent theatre companies that come here and they are establishing a clientele that looks forward toward their coming from year to year.

Manager Harley Sadler states that the Tullia Legion has on a special blow-out Friday and Saturday of this week and wants him to bring his show there for those days. He was not prepared Tuesday to say whether or not he would stay here all week or more to Tullia Thursday.

HEREFORD PARTIES LEAVE FOR PECOS ON CAMPING TRIP

Mr. and Mrs. Boyd London, Mrs. Walter Orr and three children, Misses Lelia and Lula, and Milton, James Robinson and Red Albin left Hereford for Pecos, Texas, Monday morning. They will camp, fish and enjoy a general outing for about thirty days.

Forewarned, Can We Not Steer a Straight Course?

Business had been warned for six months or a year that we were on the verge of a period of depression.

Men have worried about this; manufacturers, wholesalers, retailers, and even consumers have taken measures to meet it.

Does it not follow that the measures which have been taken to meet this prophesied depression may result in its elimination—at least in part?

In other words, may we not hope that we have reached a point in our development where by a thorough study of present tendencies we are able to tell with reasonable certainty what will happen six months or a year later?

If we can do this, can we not reef our sails or change our course in time to avert the threatened disaster?

Maybe we have not yet reached the point in our development where to be forewarned is to be forearmed, but such a condition ought to be a bright prospect for the future. The Lutes-Sinclair Magazine.

HOMER FOX PLANS VACATION TRIP TO NEW MEXICO SOON

Mr. and Mrs. Homer Fox, and Miss Mary Fox, were planning to leave Hereford about Wednesday or Thursday for a fishing and camping trip in New Mexico. The trip is to be made mainly for Mr. Fox's recuperation and good health and will take them to the lakes near Las Vegas, and beyond.

CASTRO COUNTY MAY USE OUR BAND

If Picnic is Held This Year Hereford's Offer Accepted

The action of the Chamber of Commerce two weeks ago in offering the services of the Hereford Band to Castro county for their annual picnic was communicated to County Judge Woodlee by Chairman Homer Wilkinson of the Publicity Committee, and the following reply has been received:

"Dimmitt, Texas, July 9, 1921.
"Mr. Homer Wilkinson,
Hereford, Texas.
My dear Sir:

"Yours of the 1st instant informing us of the action taken by your Chamber of Commerce in reference to furnishing the Hereford Band to Dimmitt and County on the event of our annual celebration received in due time. Individually, and upon behalf of Castro County I wish to convey to your body our appreciation of the action taken, and assure you that in the event we decide to hold our annual celebration we will arrange the day to suit the band boys' convenience.

"There is some opposition to holding this celebration this year, but if we do celebrate, we will decide the matter in due time for all concerned. Again I thank you, for remembering us in this way. I am

"Yours truly,
B. D. Woodlee"

Appendicitis is Cause of Number Late Operations

Several operations for appendicitis have been performed at the Sanitarium recently, and two appendicitis patients were discharged Tuesday. They were Mike Baker, of Greenville, Texas, who left Tuesday to visit relatives at Lubbock, and Mrs. Mayes Miller, of Dimmitt. Mrs. Ruby Torres and Mrs. Omega Dandy are still patients at the hospital and reported to be doing nicely.

MOTHER OF D. C. LAIRD IS VISITOR FOR THIS SUMMER

Mr. and Mrs. D. C. Laird and children accompanied by Mrs. Q. B. Hill, of Houston, and Mrs. Seth B. Holman, drove to Amarillo Monday to meet Mr. Laird's mother, Mrs. V. J. Joyner of Fort Worth, who came up on the Denver to visit her son, Mesdames Hill and Holman were dropped off at Canyon to visit relatives while the Lairds went on to Amarillo to meet the train, the party reuniting later in the day on the return trip.

Mrs. Joyner expects to spend the summer with Mr. Laird in his Castro county ranch.

EXPERIMENT STATION WANTS SOME OUR ALFALFA SEED

A. B. Conner, Assistant Director of the Texas Experiment Station, headquarters at College Station, Texas, has written the Chamber of Commerce asking for one pound samples of native home-grown alfalfa seed to be used in test work now being undertaken by the Experiment Station. Steps have been taken to secure this seed as requested. Native alfalfa seed here is rather scarce, very little attention having been paid to this branch of the industry, it appears.

TEACHING UNCLE SAM ECONOMY



Charles G. Dawes

These are the eyes cabinet members and department heads have to look into in explaining government expenses which "any average business man would question in his own business." It is a new picture of Charles Dawes, director of the budget President Harding has promised will cut down our expenses.

School Board is Arranging For a Concrete Walk

The Hereford school board on Saturday awarded to Carroll Bros. the contract for the construction of a concrete walk in front of the high school property.

The walk will extend the entire length of the south side of the campus and will connect with the crossing at the Williams property on the west, and with that to be laid by the city across the street to the Cogdell property on the south. The board is actively interested in having sufficient walks and crossings laid to make the school building easily accessible to the pupils. With the cooperation of the city and such patrons as own property with no walks, this will be accomplished before the opening of school.

The walk to be laid by the school district will cover a distance of 474 ft.

H. B. HUNTER IS NOW PROPRIETOR OF TEXICO HOTEL

H. B. Hunter went to Texico Sunday morning to take charge of the Murphy Hotel. Mr. Hunter traded his city property for the hotel and has taken immediate charge. Mrs. Hunter, with her children, Louise and John, left for Texico Monday morning. Mr. Hunter sold his half interest in the American Cafe to his partner, B. Y. Edwards.

O. H. REEVES HAS RETURNED TO HOME FOR THE SUMMER

O. H. Reeves and wife, of Dimmitt, arrived in Hereford Tuesday morning enroute home after a visit of some length in Illinois and Indiana. They left Dimmitt last April intending to remain up north until October, but hot-weather, home-sickness and general conditions there did not satisfy them and they are home earlier than anticipated.

GOOD SOIL MEANS HIGH CLASS MEN

H. H. HALSELL POINTS OUT NEW THOUGHT AT LUNCHEON

PULL TOGETHER

Praises Community But Says Resources Are Only Scratched Yet

"It has been my observation," said H. H. Halsell at the business men's luncheon Monday, "that the character of the soil largely governs the character of the people that own that soil."

It was a brand new thought to the majority of Mr. Halsell's audience. The speaker was explaining how he came to decide upon Hereford as his permanent home, and by what mental routes he had traveled in arriving at his determination to come here.

"In nine cases out of ten," said Mr. Halsell, "poor, uninviting land is inhabited by a corresponding class of people and good, rich land supports a higher average type of citizenship. That's what attracted me to Hereford, as I was looking for a community in which to raise my children and in which I could find neighbors of a type that any man would be proud to associate with and live among."

The speaker paid a splendid tribute to local people and the local outlook for the future, but at the same time warned that however good any community may be, there is always room for improvement; reminded his hearers that the Bible says, "Truth must be lived out;" expressed the opinion that the wonderful resources of this country had but been "scratched" as yet, and urged that the little things be looked after as well as the "big" ones. Mr. Halsell said that, like Caesar, "the requests of my friends is music to my ears," and asked the goodwill and cordial cooperation of all the people of this community. His talk was a splendid effort and much appreciated.

Chairman McDonald, commenting upon Mr. Halsell's point about soil and people, stated that even in athletics the truth of Mr. Halsell's observation was confirmed. For instance, he stated, Yale and Harvard and Princeton Universities had, up to recently, easily held the lead in athletics, but that of late years the stairway sons of the virile and productive soil of the West had been wrestling these honors from the eastern men.

The luncheon was liberally attended. Next week's luncheon, with J. Frank Potts as the speaker, announcement of which is made in another column, will be held at the City Cafe.

Band Concert is Billed Thursday Night, July 14th

The exact hour of the Thursday night band concert will not be known this week until it is determined whether Brunk's Comedians will be here on that night or not. This is caused through the fact that several members of the band are assisting the show band and the hours conflict. If Brunk's are here Thursday night then there will be a joint concert on Main street beginning at 7:30 o'clock. If the show is gone, then the band will give the concert at 9:00 p. m. on the north side of the Courthouse.

WHEAT BEGINNING TO COME IN; SOME OF IT TOO GREEN

The new wheat is beginning to come in and a goodly number of cars have already been shipped out. Part of the wheat already received has been cut too green and before it was fully developed with the result that it was graded below par and did not bring the price hoped for. The city has a quiet appearance due to the fact that every man who can be secured is in the harvest fields and the farmers are all taking advantage of every possible hour of daylight.

ROSCOE DAVIDSON AND FAMILY GONE ON SUMMER TRIP

Mr. and Mrs. Roscoe Davidson and family left Hereford for Roswell and Artesia, N. M., Tuesday morning. The Davidsons traveled in their car, and will probably pay a visit to the New Mexico mountains before returning home.



Society

Mrs. E. F. Guthrie, Editor,
Phone 189.

Mrs. Reed Entertains
Mrs. H. D. Reed was hostess to her class of piano pupils at a pleasant afternoon party given at her home Monday.

In addition to a number of games played on the lawn, the class was entertained with a musical program in which each member participated. The program was as follows:

- Rose Petals—Bugbee—Frances Ray.
- Flower Song—Kern—Louise Jacobson.
- Solomon's Song—Kern—George Gordon Heard.
- College Days—Santog—Loverne Posey.
- Barcarolle—Dellafield—Mary Pauline Ray.
- Southern Boat Song—Ruby Fae Bennett.
- Dreams of Paradise—Santog—Leah Thurmond.
- Scottish Band March—Bales—Grace Brumley.
- Airy Fairies—Spaulding—Lois Baker.

Crystal Dew Waltz—Doris Kemp.
Noonday (Reverie)—Bales—Edna McMillan.

A number of spirited musical contests afforded a great deal of genuine fun and created much interest in the work that is to be continued throughout the summer.

Orange crush furnished an appetizing refreshment course.

A monthly party and program is a regular feature of this enthusiastic music class.

Afternoon Bridge

A number of charming affairs honoring Mrs. Bryan Bryson, of Comanche, have brightened perceptibly the week's social calendar, among them being an afternoon bridge party given Friday by Mrs. Bryson's mother, Mrs. C. E. Smith.

Very attractive were the pretty receiving rooms into which the guests were welcomed by the hostess and Mesdames Edgar Johnson and H. H. Hawkins. Handsome potted ferns were effectively used with sweet peas and nasturtiums charmingly combined in decoration.

Sharing the pleasant hospitality were members of the Bridge Club and a few other guests, six tables of the club game providing delightful diversion.

Later, cards were removed and a refreshment course consisting of brick cream in pink and white with plate favors of sweet peas and nasturtiums, was served.

Dinner Party

A pretty courtesy extended to Mr. and Mrs. Bryan Bryson, of Comanche, on Saturday was a twelve o'clock dinner party given by Mrs. Edgar Johnson. Blooming pot plants were featured in the dining room, while the exquisitely laid table bore a beautiful centerpiece of rainbow-tinted sweet peas.

The attractive menu was served in three courses, covers being laid for Mr. and Mrs. Bryan Bryson, Mr. and Mrs. C. E. Smith and Mr. and Mrs. Edgar Johnson.

Oliver Ray Celebrates Birthday

The twelfth birthday of Master Oliver Ray, which occurred on Saturday, July ninth, provided a jolly afternoon for a number of his boy friends who shared with him the festivities incident to that important event.

Early in the afternoon the merry company gathered at the Ray home where they were served with delicious iced punch before being invited to the shady lawn where a jolly program of games was enjoyed.

Later, they were given an automobile ride to the creek on the Slaughter ranch, where they spent an hour swimming. Returning to the home of their youthful host, they were served with iced watermelon as a close to a most enjoyable afternoon.

Those enjoying the happy occasion were: Masters Raymond Posey, Jack Morris, Edgar Johnson, Keith Guthrie, Newell Hughes, Paul Wright Barnett, R. V. Miller, Ward Allen and Oliver Ray.

Entertains Dinner Guests

Mrs. H. H. Hawkins was hostess on Sunday at a beautifully appointed twelve o'clock dinner given in honor of Mr. and Mrs. Bryan Bryson.

A lavish use of roses lent special attractiveness to the dining room, table decorations showing the same lovely blossoms.

The three-course dinner was charming in its every appointment, the occasion giving pleasure to Mr. and Mrs. Bryan Bryson, Mr. and Mrs. C. E. Smith, Miss Essie Burrows and Mr. and Mrs. H. H. Hawkins.

Class Picnic

The intermediate class of the Baptist Sunday School was given an enjoyable picnic and swimming party, Friday, by their teacher, Mrs. E. V. Allen.

After spending a jolly hour in the water, a bountiful picnic luncheon was spread and enjoyed by Dorothy Bishop, Geneva Burkett, Ilda Barnes, Goldie Nola, Geneva Brumley and Jewell White, Mr. and Mrs. E. V. Allen and Ward Allen.

Enjoy Outing in Canyons

A delightful day in the Palo Duro canyons was enjoyed by a number of young people, Sunday in honor of Miss Cosette Hawkins, who is returning to Dallas Friday, after a brief visit with



her parents, Mr. and Mrs. D. W. Hawkins.
The party was made up of Misses Cosette Hawkins, Jewell Gilbreath, Marie Burns, Lillian Fulkerson, Hazel Green, Mae Steurner, of Fort Worth, Messrs. Litrell Spratt, Earl Springer, Bruce and Gwynne Guthrie, and Wallace Cox.

PRINCESS WEARS DIAMOND IN NOSE



Princess Fatima, Sultana of Kabul, may not be a beauty according to American standards, but she has a style all her own. It is the mounted diamond which she wears in her nose. She arrived in San Francisco this week bound for London, with her three sons she is going to put in school there.

HERE IS ANOTHER VIEWPOINT ABOUT FROG SITUATION

Here's another chapter to that question of where frogs come from after a heavy rain and where they go to. The Lubbock Avalanche, after quoting the dispatch from Panhandle, Texas, telling of the army of frogs that visited that town lately, says:

"Life's old question, 'Whence and whither' is revived by the sudden visit and as sudden departure of frogs in Panhandle. Women as well as men disagree on the origin and destiny of the frogs. Women are divided about 50-50 on the theory that they fell from the clouds while two out of five men maintain they were young toads hatched simultaneously from eggs deposited in the ground.

"The sky theorists claim the embryonic pollywogs were attracted from their earth abode by the sun to fall on the earth in the form of young frogs. That there are no lakes near Panhandle daunts them not, for they say the eggs may have been originally deposited in Lake Champlain or the Caribbean Sea. Once drawn into the air they were carried by the breeze to the vicinity of Panhandle and fell with the rain. Others say the warm rains had nothing to do with the frogs' visitation further than to bring about the hatching of millions of eggs at the same time and that the procession moving through the town was nothing more than a gratification of the migratory nature of the hoppers soon as they were old enough to travel.

"Anyway the frogs have come and gone, with the exception of a few stragglers. They left no damage in their wake but a decided indifference among the people as to where they came from and where they went.

A total of 1,045,038 meals were served in the Mess Hall of the A. & M. College of Texas the past scholastic year at a total cost of \$291,658.29. This was an average of 3,828 meals a day and the average cost a meal, including the

SECRETARIES WILL MEET AT AMARILLO MONDAY, JULY 18

The second meeting of the Commercial Secretaries of the Panhandle will be held at Amarillo next Monday, July 18.

At the first meeting recently, temporary organization was perfected and committees appointed on constitution and by-laws to report back on July 18. Permanent organization is to be effected next Monday and a concerted plan of work outlined.

There is no question but that such an organization will aid greatly in solving Panhandle problems and will help materially in breaking down narrow local and sectional prejudices.

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Lee Live Stock Commission Company

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Steady, Reliable Service
Ship Your Stuff To Us
Write or wire us your questions.

WHY DON'T YOU USE THE WANT ADS?

merville, for the past year, has taught in the Friona public schools. The happy couple will occupy the B. S. Howton residence for the present. The bride is a daughter of Mr. and Mrs. A. D. Summerville, of Floydada.

WHITEFACES TAKE GAME AT FRIONA; SCORE IS 8 TO 6

The Hereford Whitefaces took the Friona nine to a cleaning at Friona last Sunday score 8 to 6. Hereford won the game in the ninth, putting over three runs in this frame on three errors, two wild pitches and one base hit. The first three Hereford scores were made in the second, and two more came in the fifth.

Walker started pitching for Hereford but in the third he allowed two hits and the Hereford fielders massed eight errors behind him, Friona putting over

Millinery Sale

Beginning, Wednesday, 13th, I will sell my midsummer hats for from \$1.00 to \$5.00.

Mrs. Jno. Cunningham.

eye runs. Curtisinger replaced Walker and retired the side. Friona had scored its first run in the second. The Friona hurler was good in 4 pinches, fanning Hereford's best bats several times with the sacks loaded. A cracking good game was also played Sunday at Clovis, Bellview defeating the Clovis outfit 4 to 3.

Potted Plants

Ferns
Cut Flowers

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PHONE 93

We Sell Para Bell Tires

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Cord and Fabric

Let us wash and grease your car.

Thompson Garage
Opposite Courthouse
Phone 216

Wanting Our Name to Mean Something

We strive to conduct this bank on such a plane of business helpfulness that its name on the check you sign is a powerful indication, if not a guarantee, of your good judgment.

COMPLETE SAVINGS FACILITIES

Ford

THE UNIVERSAL CAR

There are more than 5,000,000 Ford cars in daily service throughout the world, and fully eighty per cent of these are Ford Touring Cars. There are many reasons for this, not the least of which is the simplicity in the design of the car, so easy to understand; likewise it is easy to operate, and mighty inexpensive, compared to other motor cars. The maintenance expense is low, and it has won an unparalleled reputation for satisfactory service during the past sixteen years. On the farm, in the city, for business and for family pleasure, it is the car of the people, and the demand is increasing every day. Let us have your order promptly if you want one. We can supply you with most everything in motor car accessories, and we assure you genuine Ford Parts and skilled workmen in our repair service. Be fair with your car and it will give you full value.

\$485 f. o. b. Detroit

Wilkinson & Stocking

The Hereford Brand

SUBS TUESDAYS AND FRIDAYS

Walter B. Holman Walter B. Stockman
Holman & Stockman
Publishers

Entered as second-class matter at the postoffice at Hereford, Texas, under Act of March 3, 1879.

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ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

WHAT YA MEAN MONOTONY?

Well meaning, but densely ignorant, editorial writers ever now and again, bemoan the routine, unexciting, unvaried life the farmer leads and wisely opine that what the rural world needs is more excitement, more hazard, mayhap, more varied interest.

The wise writers should accomplish a mess of farm chores before breakfast and after supper for a few weeks; they would discover that the rural vocations contain all the hazard and risk and excitement that is left in business today.

In town the days are about the same; you catch the same car, or crank the same flivver, morning and evening; you dodge so many taxis and milk trucks, or miss just so many hesitating matrons with baby buggies.

But in the country it's different. If you milk a string of eight cows, the farm average it is a gold letter day in the year that at least one bovine wonder doesn't sweat you in the eyes with her fall or joggle the pail from between your legs, or bowl you over without warning.

When you feed the fool calves it is another rare day when one calf doesn't suddenly buck up and butt you half across the shed, while its brother bunts the pail from your hands, and its half sister steps on your good foot; the other one being out of commission because the axe slipped yesterday.

If you curry and feed the horses, or wind up the tractor, any you escape without at least a back fire, or a back kick, or nip from the mare who always has a grouch, until noon you are again unusually blessed.

And through the long hours until bed time nature offers her various moods, many of them contrary. The sharp shinned hawk swoops down and with a swirl of feathers finishes the last broiler the owls had left. The digger squirrel, the mole, the field mouse and the shrew—omnivorous hog of them all—can out your sweet corn and excavate your potato patch and mow down your early peas and then sit around and



Uncle John's Poem

THE SHOT IN THE DARK

How often the boys, when they hear a noise, or discover a flint spark, will shut both eyes and expect a prize from an aimless shot in the dark! . . . Though hard it seems, when the daylight gleams, to hit, with a perfect sight, yet we wonder withal, why the game don't fall when we fire at birds in the night. . . . The sportsman wise will study the skies, and maintain his steadiest nerve,—he'll figger the range for the slightest change, and allow for the bullet's curve. . . . He may aim his best, ere the trigger's pressed,—the moment of hunter's bliss, and learn at last, when the chance has passed, how easy it is to miss!

In life's sharp hunt, when I hear a grunt, that promises bear or deer, I'll hold my shot, and enrich my pot by waitin' fer daylight clear. . . . I'll waste no toll on greaseless oil, or the stock-bird's vanishin' spark—I'll burn no cash in a whirlwind dash, or a foolish shot-in-the-dark!

For Uncle John

H. M. STONEBRAKER TO LEE LIVE STOCK COM. COMPANY

Prominent Cattleman and Former Greenwood County Citizen Makes Connection With Large Commission Firm on K. C. Market

Living a well rounded out, busy life, characterized by a high sense of honesty, unceasing energy, and broad-gauged methods, has made Mr. Stonebraker good friends wherever he went, and now they will be glad to hear of his recent connection with the Lee Live Stock Commission Company, one of the oldest and strongest firms operating at the Kansas City Stockyards. Mr. Stonebraker extends a cordial invitation to all his old friends to meet him at his new location and assures them they will always find a welcome.

In 1885 Mr. Lee had financial reverses but paid back his creditors one hundred cents on the dollar together with interest. It taught him the possibilities of turning liabilities into assets, and since that time he has taken over many extra good men, put them on their

feet, and made capital of what often seemed failure.

Mr. Stonebraker shares Mr. Lee's optimism and feels that in serving his friends he is doing a greater work than

ever before.—Bureau, (Kansas) Has said.

Keep your eye on your Brand label, when the time is up the paper will STOP.

COAL

Niggerhead Coal, ready for prompt delivery. Bran, Shorts, Salt—All kinds of feed, delivered. Just Phone No. 1—We'll do the rest.

Jones & McLean Grain Co.

Phone No. 1
Prompt City Delivery

Bring Us Your WHEAT

We have been to enormous expense equipping our plant for efficient service, and saving of time to you. We will pay the highest possible price and are extremely anxious to buy your wheat. Bring us Your Wheat

E. W. HARRISON

Phone 76

sneer at the castor beans you planted to keep them out of the garden.

If you plow you will doubtless discover a wasp's nest, too late.

If you spray a fruit tree, a protesting bee or two or twain or twenty will light on you and warm the corner where they are.

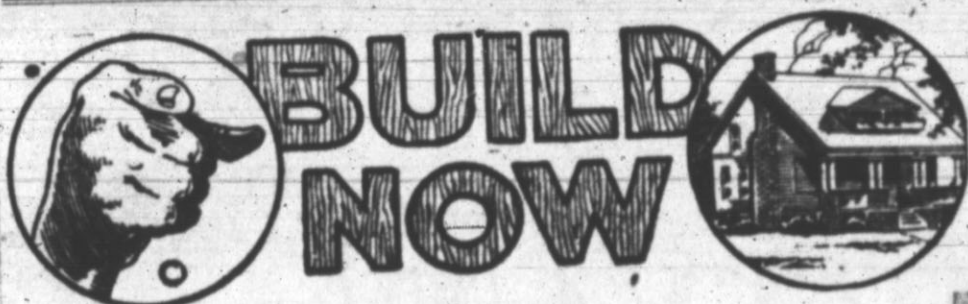
Hazard, interest, danger, the untimely arrival of the unexpected thrills: do you desire these things in abundance? Then get to the farm—any farm, anywhere.

Facts About Asbestos

The art of weaving the mineral fiber in asbestos, which is ordinarily indestructible, was rediscovered at a comparatively late period of civilization. Woven asbestos was used in the ancient pyre to preserve the royal ashes. Charlemagne is said to have had a tablecloth made of asbestos and to have cleaned it by throwing it into the fire, which consumed the dirt, thus illustrating in a spectacular manner one

of the most valuable properties of this material.

The fiber of the best grade of asbestos is beautiful and silky and has great flexibility, elasticity, and tensile strength, according to the United States Geological Survey, Department of the Interior. It can be spun into thread so fine as to run 225 yards to the ounce, and as it is incombustible as well as a nonconductor of heat and electricity and resists the action of most ordinary acids, its field of use is large. The possible applications of asbestos are far from fully appreciated not only by the general public but by manufacturers who are in search of material for special uses to which asbestos may well be applied. Perhaps it is most generally used to make fireproof cloth for theatre curtains. It has been used also for making firemen's clothing. Everywhere in cold countries it is extensively employed for covering furnaces, boilers and pipes to prevent loss of heat. Asbestos is a good insulator.



Home building is coming back to a price at which no family can afford to pay rent. Prices are down as low as actual cost production, based upon the readjusted wage scale, will permit.

Rockwell Bros. & Company

Phone 4.

Don't Say "Twine"

Say "Plymouth Twine"

VAN BRUNT DRILLS Are in a Class to Themselves

GARRISON BROS.

USED FORD BARGAINS

1 1920 Runabout, only run 6 months. A1 shape. Starter. A real value. \$450.00.

1 1916 Ford Touring Car. New Top and good Upholstering, two new Casings, fair shape mechanically. A bargain, \$150.00.

1 1919 Fordson Tractor, completely overhauled, A-1 shape. A bargain at \$475.00.

1 1919 Fordson Tractor, Good Mechanical condition. A snap, \$295.00

1 New Touring Car, body, Windshield, Top, Curtains, Mats, etc., \$165.00.

Ford Service means Real Service

Wilkinson & Stocking
Phone 177

Why Accident and Health Insurance

One person in seven is killed or injured by accident each year.

One person is killed in an automobile accident every 35 minutes.

For every accidental death there are from 120 to 140 disabling injuries.

One out of every eight deaths is accidental between

the ages of 20 and 60.

Five times as many people are killed and injured as have been killed or injured in any war of the last 200 years.

There are constantly about 3,000,000 persons seriously ill. Approximately 400 out of every 1,000 persons are sick every year.

More Americans died from influenza and pneumonia during the epidemics of 1918, 1919 and 1920 than were killed in the European War. Fifty-six thousand people were killed during 1919 as a result of automobile accidents—an average of more than 4,000 a month, or more than 1,000 a week.

Always a Satisfying Service.

Strongest in the Panhandle.

The T. K. Wilson Insurance Agency

CAUGHT 70 POUND CATFISH IN HANDS

Open house for local fishermen and sportsmen in general was held yesterday morning in the tannery of a big Cole 8 belonging to E. L. McCarter. On the floor of the car was the head of a monster catfish the prize of a day's sport Wednesday on Beaver Creek. Crowds gathered about the automobile as it stopped from time to time on Main street and viewed the unusual specimen.

It is estimated by Mr. McCarter that the giant fish weighed about seventy pounds. In company with Jim Bomar Dick Staley, and Fred Thompson, "cow-boy" was wading in the shallow part of the stream when he stepped upon what he termed as a "big watermelon." The "whale" immediately manifested activity and McCarter straightway clasped it with arms and legs to prevent escape. Assistance on the part of the others enabled the big fish to be dragged to land.

"We'll have fish steak for anyway a week," McCarter told those who clustered about his car yesterday. Open house, however, did not extend to the fish fry.—Vernon Record.

GAS HAS REGULAR J. DEMPSEY BLOW

Brent Taylor had an experience Saturday afternoon which he will not forget for some little while, and swears he will not haul any more "high explosives" on his truck. He was bringing a tank of carbonate gas to the City Pharmacy for the soda fountain. The day was exceedingly hot and the tank lay in the sun. Mr. Taylor heard the gas escaping and looked into the tank to discover the cause. The tanks are equipped with a safety valve which allows them to let off gas in case there is too much. The valve opened just as Mr. Taylor stuck his head over the side of the truck, the force of the gas hitting him on the chin. His hat was thrown twenty feet away, and he looked round several minutes before discovering his head was still attached to his shoulders. It was a regular Jack Dempsey blow and brought the blood quite freely.—Randall County News.

T. C. U. FOOTBALL TEAM AT CANYON

Coach Driver of T. C. U. was in the city Friday with a view of finding a location for his football team to train this fall. Owing to the excessive heat it is impossible for a team to go into early training in Fort Worth.

It was originally planned that T. C. U. train in Canyon owing to the excellent facilities offered by the Normal building and field. After discussing the plans with Coach McCorkle of the Normal, the two coaches decided it would be a better plan for T. C. U. to train in Amarillo. This, it is believed,

will add more spirit to the contest when the two teams meet here for their game.

The Normal team will go into training September first. T. C. U. will come to Amarillo September 15 and train until about September 23 when the Normal team will play them. Coach Driver will bring thirty men on the trip.

This will be by far the biggest team the Normal has ever tackled and the men are looking forward to the game with great interest. Indications are that the Normal will have a bunch of good men back from last year's squad, and a good number of experienced players from the best high schools of this section.—Randall Co. News.

No. 75.

THE STATE OF TEXAS

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

You are hereby commanded to cause the following notice to be published in a newspaper of general circulation which has been continuously and regularly published for a period of not less than one year next preceding the date of the notice in the County of Parmer, State of Texas, and you shall cause said notice to be printed at least once each week for a period of ten days exclusive of the first day of publication before the return day hereof: IF THERE BE A NEWSPAPER published therein but if not, then in the nearest county where a newspaper is published.

NOTICE OF APPLICATION FOR LETTERS—GUARDIANSHIP.
The State of Texas,
To all Persons Interested in the Welfare of Lena Bultemeier, a minor, Fred Bultemeier has filed in the County Court of Parmer County, Texas, an application for Letters of Guardianship upon the Person and Estate of said minor Lena Bultemeier, which said application will be heard at the next term of said Court, commencing on the 1st Monday in August A. D. 1921, the same being the 1st day of August A. D. 1921, at the Court House thereof, in Farwell, Texas, at which time all persons interested in the welfare of said Minor may appear and contest said application if they see proper to do so.

Herein Full Not, but have you before said Court on the said first day of the next term thereof, this writ, with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said Court, at office in Farwell, Texas, this the 30th day of June A. D. 1921.

B. N. GRAHAM, Clerk, County Court, Parmer County, Texas.
A true copy I certify.

J. H. ALDRIDGE, Sheriff of Parmer County, Texas, 33-35-pd.

SHERIFF'S SALE.

State of Texas,
County of Deaf Smith,
By virtue of an order of sale issued

out of the Honorable District Court of Deaf Smith County on the 2nd day of July, 1921, by the Clerk thereof, in the case of Vern Witherspoon versus W. H. Terry, et als, No. 1299 and to me as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the 16th day of July, 1921, it being the 16th day of said month. At the Hereford Garage in the town of Hereford, in said Deaf Smith County, the following described property, to-wit: 1 Lath; 1 Planer; 1 Abor Press; 1 Emery Stand; 1 Motor and shafting; 1 motor and bench tools; 1 work bench; 4 chain hoists; 1 Electric blower; 1 Royal hand blower; 1 Acetylene welder; 1 drill press; 1 bench vise; 1 wrought box vise; all light fixtures; 1 safe; 2 show cases; 1—Burroughs Adding Machine; 2 desks; 1 Oliver typewriter; all shelving and fire racks; 1 bolt rack; 2 parts racks; and all shop tools used and belonging to said machine shop connected with said Hereford Garage.

Also, all automobile tires; Bessemer engine parts; bolts, tap screws, automobile accessories being the entire stock of goods in the Renfro Building connected with said Hereford Garage, and one burning stand.

A complete and itemized invoice of

the property to be sold will be made and exhibited on the day of said sale.

Levied on as the property of W. H. Terry, John G. Terry and R. A. Terry to satisfy a Judgment amounting to \$7,184.20 in favor of Vern Witherspoon and cost of suit.

Given under my hand, this 5th day of July, 1921.

C. S. PURCELL,
Sheriff Deaf Smith County, Texas,
33-35

MONUMENTS

Granite, Marble and White Bronze Can Give Time

P. R. PURCELL
Hereford, Texas.

CYLINDER GRINDING

We do cylinder and crankshaft grinding by the same method as used by factories. And with accuracy and finish second to none.

Don't put new pistons in your motor without having your cylinders reground. You will then have new, true cylinders.

If we grind your cylinders and fit new pistons, you will get the same life and efficiency that you would get from a new motor. Remember that grinding is the only method used successfully today to finish fine machine and tool work.

Our new prices on this work will interest you.

Amarillo Welding and Machine Works

Welders and Machinists
Johnson Bros., Props. 200 N. Polk, Phone 866, Amarillo, Tex.

Mattress Renovating

"THE ECONOMICAL WAY"

Old mattresses made new, new mattresses made to order, largest assortment of ticking in the Panhandle. Our trucks cover the entire country—a post card will bring one to your door.

Why not have your mattress made where mattress making is an art. An all cotton mattress made to order, ranging from \$7.50 to \$15.00.

Our ability to make mattresses is proved by our many satisfied customers.

In old Christian Church east of Steam Laundry.
ECONOMY MATTRESS FACTORY

Pennsylvania Oil has a Paraffin Base

Texas Oils have an Asphalt Base. Now Mr. Truck and Tractor Owner, count yourself lucky that you can get a lubricant with a Paraffin Base. We absolutely guarantee Pennsylvania Lubricating Oil. Just give us one trial.

Federal Tires give you super-values.

W. C. Fallwell

Phone 113

The Abo Filling Station.

Hurry Up!



and get your name on our Subscription List before Uncle Sam forces us to raise the price.

On July first the cost of mailing The Brand went up to beat the band under the new postal rates. We are struggling to keep the prices down, but the expense account makes it look very probable just now that the subscription price in Zone 1 will have to go up soon.

SUBSCRIBE NOW AND BE SURE ABOUT IT. REMEMBER:—



IT'S A BIG
OPENING FOR A
\$2.00
INVESTMENT

**THE
HEREFORD
BRAND**

is a semi-weekly newspaper, all home print—all the news while it is news.

**Do You Trade? Do You Buy Anything?
Do You Sell Anything?**

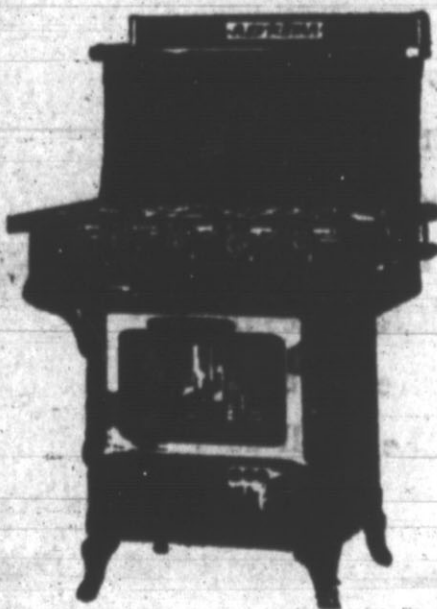
If you Don't—then you are a curiosity, and there is a job waiting for you in a Museum. If you DO—then to make any money you MUST keep track of what is going on in this community, and

The Twice-a-Week Brand

is the only medium through which you can find out what is going on in the world.

\$2.00 per year in Zone One (50 mile radius of Hereford)

RED STAR
Detroit Vapor Oil Stove



An improved type of oil stove, having all the beauty, durability and cooking efficiency of a fine gas range.

The C. O. Lee Hardware.

Hurley Soap

Especially made for Washing Machines, in powdered form, dissolves quickly, makes the best lather and washes clean in less time.

5 lb. package—20 washings—\$1.50

We have it in stock.

Hereford Light & Power Co.

PUBLIC SCHOOL FINANCES

The following statement shows the condition of the finances of The Hereford Independent School District on June 30, 1921.

BONDS		SINKING FUND	
Total bonded debt drawing 5 per cent interest			\$38,000.00
Amount on hand September 1st, 1920			\$12,163.00
Interest collected to June 30, 1921		585.48	12,748.48
Less Interest paid on Bonds			650.00
Balance in fund drawing 6 1/2 percent interest			12,099.08
AVAILABLE FUND			
Cash on hand September 1st, 1920			5,824.41
Received from Taxes			25,047.02
Received from State of Texas			8,325.34
Received from Tuition			1,244.15
Paid, Salaries, Superintendent and Teachers		403.21	41,441.13
Paid, Repairs and Improvements		19,812.50	
Paid, Fuel		1,234.15	
Paid, Equipment		1,439.45	
Paid, Janitors		1,789.81	
Paid, Insurance		1,477.06	
Paid, Assessing		431.25	
Paid, Salary of Secretary		100.00	
Paid, Taking census and preparing rolls		75.00	
Paid, Interest		40.45	
Paid, Incidentals		27.16	
Paid, Supplies		472.84	
Paid, Tax Refund		590.46	
Paid, Tax Refund		28.00	
Balance, 6-30-21		13,028.40	41,441.13

MRS. R. F. GUTHRIE, Secretary.
G. A. F. PARKER, President.

to cents from the Superintendent of Documents. The results obtained by Mr. Wells, however, do not afford an adequate basis for any method of electrical prospecting, and it is still doubtful whether electrical methods of prospecting for nonmagnetic ores will ever be useful, although they may have limited application in searching for certain kinds of ores. Most deposits of the precious and semiprecious metals and their ores are discovered by those who, by experience, have become familiar with the kinds of rock in which the ores are found and who use the ordinary methods of prospecting.

No instrument other than the drill has been devised that will indicate the presence of water or oil underground. In determining the probable existence of underground supplies of these liquids geologists are guided by their knowledge of the relation of beds of rocks visible at the surface to beds that contain oil or water at other places in the same general region. They also

make use of the recognized relation of occurrences of oil or water to certain structure (folds, faults, etc.) in the rocks, and of surface indications, such as oil seeps, springs, outflows of gas, etc. The United States Geological Survey has published as Water-Supply Paper 416 a report by A. J. Ellis, entitled "The divining rod, a history of water witching," which shows the uselessness of the instrument. This report may be obtained from the Director of the United States Geological Survey, Washington, D. C.

LLOYD KEARNS IS BACK HOME AFTER TRIP TO LAS VEGAS

Mr. and Mrs. Lloyd Kearns and children, and Harold Kearns arrived home Saturday evening from Las Vegas, N. M. They report a good time and no trouble on the road. They enjoyed

three good days of the Roundup and two nights of fireworks. It rained at Las Vegas Sunday night and all day Monday, but they were lucky in having a Sedan and an automatic bed that Mr. Kearns himself made, so the rain did not bother them.

HEREFORD SCHOOL GIRLS ARE TRAINING FOR NURSING

Mrs. E. R. Elliott returned Thursday from Dallas where she went to attend the commencement exercises of the nurses' training school connected with the Baptist Sanitarium of that city, her daughter, Miss Edna, being one of the graduates. Another daughter, Miss Emma Belle, has just entered that institution and will take the complete four years course. Both of these young women are graduates of Hereford high school, Miss Emma Belle having finished with this year's senior class.

LIGHTNING KILLS HALE CENTER BOY

Harry McIlroy, 16-year-old youth of Hale Center, was instantly killed this afternoon when struck by lightning. Young McIlroy had left the farm, five miles south of Hale Center, on horseback, going for the mail. The lightning struck him on the head, singeing his hair and eyebrows, passing down his body and struck the horse he was riding. His clothing was torn to shreds and the bolt went through the saddle and saddle blanket. It is not known how long he lay in the lane before he was picked up, but he had evidently been dead some time. He is a son of Mr. and Mrs. G. W. McIlroy, who moved from Hunt county to a farm they recently purchased from their brother-in-law, J. M. Adams, of Plainview. They are improving this farm, five miles south of Hale Center. The funeral will be held Thursday afternoon at Hale Center. Plainview Herald.

RICKARD WOULD MATCH GIBBONS-CARPENTIER



Tommy Gibbons, 170-pound brawler of St. Paul, is to be matched with Georges Carpentier for a big Labor Day bout in the ring at Jersey City, where Dempsey defeated the French champion, if Tex Rickard has his way. Willard is so hopelessly out of condition and so old that Rickard thinks a Dempsey-Willard return bout would be an imposition on the public, while if Gibbons whipped Carpentier, then a Dempsey-Gibbons match would be in the offing.

"DIVINING RODS" IS SUPERSTITION PURE AND SIMPLE

The idea of a "divining rod" or some other instrument that may be used as a means of finding buried treasure, mineral deposits, and underground oil or water is a superstition that continues with marvelous persistence in spite of the lack of tangible results from its employment. It may be said without qualification or exception that no rod or instrument has yet been devised to find buried treasures, nor any instrument that will indicate the presence of gold, silver, copper, lead, zinc, or other nonmagnetic metals, or their ores, that are hidden from view underground. Iron, nickel, and some minerals that contain these metals are magnetic, and the dip-needle or miner's compass has been adapted to use in prospecting for these metals. Such an instrument can be purchased, but special training is required to enable anyone to use it successfully. A volume published by the United States Geological Survey, Department of the Interior, entitled "Mineral Resources of the United States, calendar year 1911," Part I, pages 144 to 154 contains a discussion of methods of prospecting for iron ore by magnetic surveys and by drills. Although the use of the dip needle is theoretically simple much practice is required to make accurate observations with it, and after these are made they must be interpreted by the consideration of many factors, so that the unskilled user is likely to be disappointed in his results. The edition of the volume above mentioned available for free distribution is now out of stock at the Geological Survey, but a copy may be purchased from the Superintendent of Documents, Washington, D. C., for 90 cents.

Gold, silver, copper, lead and zinc are not magnetic, and no instrument now in use will indicate the presence of these metals of their ores if they are hidden from view within the ground. Devices that are supposed to indicate the presence of concealed nonmagnetic ore are usually offered for sale either through ignorance or with intent to defraud. Some honest attempts have been made to prospect for nonmagnetic ores by measuring in different directions the capacity of the ground to conduct an electric current, the idea being that ground containing metallic material will conduct the current better than that which contains none. These attempts, as well as trials with other electrical devices, however, have not been successful, and the various forms of such apparatus could not be used by one unfamiliar with electrical work. Some measurements of the electric potential of metallic minerals were made several years ago in the laboratory of the United States Geological Survey by R. G. Wells, and the results were published in the Survey's Bulletin 548, entitled "Electric activity in ore deposits."

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CLASSIFIED COLUMNS
Want Ads., Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc.
RATES: classified, first insertion, 1c per word; minimum 25c; subsequent insertions, 1-3 cent per word; minimum 25c.
CASH WITH ORDER.

WANTED
WANTED—One good drill and good 12-foot header.
J. L. Fuqua.

MISCELLANEOUS
FOR RENT—Two unfurnished rooms for light house-keeping—modern conveniences. Fred Millard. 33-1f
FOR RENT—The Lipscomb house. Call or see H. L. Broadwell. 15-1f
Two or three-piece Suits cleaned and pressed for \$1.50.
32-1f Orr's Tailor Shop.

LOST AND FOUND
FOUND—Between Hereford and Dimmitt, a pig about 2 months old. Owner call at Magnolia Filling Station and get your pig by describing same and paying for this ad. 35-2f
LOST—Some place on the Creek or near a black leather traveling bag, between Sulphur Park and the Tom Ivey ranch. Finder return to Brand office. 35-2f-Pd.

FOR SALE
PHONE T. B. Slaughter, 195, or come to my place 1 1/4 miles east of Court House for Gravel and Sand of 1st quality. Best Rock. 44-1f
FOR SALE—Ribbon Cane (Brumley kind). I have placed a limited amount of this extra good seed at the Great West Elevator Co. for sale at \$1.25 per hundred, sacked.
13-1f R. H. Jacobs.
FOR SALE—Have 1-4 sec. land near Hereford, want to put in cultivation. Will give all that can be made on it this year and next. Has well and fenced. See C. D. Shaw, Hereford, or write J. W. Boyle, Plainview, Tex. 32-4f

SELL YOUR LAND—We want to list a few well-improved places near Hereford, as we have quite a lot of inquiry for improved land near Hereford. If you wish to sell, write and give best terms, prices and full description. We charge the customary 5 percent on sales. 35-2f-Pd. M. A. Crum, Friona, Tex.

FOR SALE, or Trade—A good team of mules. Jones & McLean. 35-1f
FOR SALE—\$500.00 cash and \$500.00 per year for 4 years with 6 percent interest, buys the Berry 8-room plastered house. Newly painted and decorated; well located on two big east front lots; half way between the High and Central school buildings; concrete walk to both schools. Immediate possession. See L. Baskin, owner. 29-1f

FOR SALE—Mountain Cedar Posts, 6 1/2 to 20 ft. Largest and best stock of posts in San Saba Co. Write for prices, F. O. B. San Saba, Texas. 29-6f-Pd. Aylor Cedar Co.
FOR SALE—Haynes Car, in first class shape. Would trade for smaller car. 4-1f Jno. B. Davis.

HARVEST HAND AT PANHANDLE DROWNS
A harvest hand, employed by W. A. Wiers at White Deer, was drowned Sunday evening about 8:30. Several of the boys were in swimming when it was noticed that one of the boys was sinking. One of the boys attempted a rescue and succeeded in bringing the unfortunate man nearly to bank when in some way the hold broke and the man was drowned. Nothing could be done. The body was not recovered until 12:30 that night. The body was shipped Tuesday to the home at Wellington, Texas. Handle Herald.

Keep your eye on your Brand label. The time is up the paper will

Uncle John's Josh

WHEN YOU SEE CONCEIT, YOU SPOT WEAKNESS AT THE SAME TIME

We are now on a Cash Basis. You should give us your business for we can save you money.

Service is what you want, you get it.

Geo. E. Burns
"Hurry Back"

Food for Thought

Three things I love to look upon:
A Golden Sunset,
A Master Painting
and An Artistic Job of Printing
Are they not all the work of master hands?
—G. Tuttle

PERSONALITY is an important factor in a man's success. It is equally necessary for the success of a business house. Did you ever stop to consider that every letter, every printed word you send out can help to develop your personality or destroy it?

Our printing business is built on the principle of doing more than just enough to get by with our customers. We consider every account as an individual with a personality and every piece of work done by us is designed to help that personality.

Our facilities are such that we can add a few more Real Seekers after Quality Printing that will reflect the personality of their house.

ARE YOU IN THIS CLASS?

The Hereford Brand

THE HEREFORD BRAND

PUBLISHED AT HEREFORD, DEAF SMITH COUNTY, TEXAS

GRAIN

We insure Grain anywhere for any length of time. The cost is small.
THE T. K. WILSON INS. AGENCY

TRUCKS

Nearly everybody has their's insured against Fire and Theft. Have You?
THE T. K. WILSON INS. AGENCY
Strongest in Panhandle.



A. W. Nicks went to Dallas Tuesday morning.

Miss Leta Brazil went to Amarillo Tuesday morning.

New shipment of fishing poles at Skelton's.

Pull your combine with a Cletrac.

Earnest Corn went to Amarillo Tuesday morning.

A. A. Ott returned home from Clovis Monday morning.

Cliff Acker and Gano Hastings were in Canyon Sunday.

Some real bargains in tubs and buckets at Skelton's.

Cletrac works in the mud when too soft for teams or wheel type tractors.

Dr. and Mrs. Lanham, of Amarillo, were in this city Monday.

Croquet sets at Skelton's.

W. D. Owen returned to Chickasha, Okla. Monday morning.

Leslie Bruner went to Amarillo Monday morning on business.

Suits cleaned and pressed, \$1.50. 32-ct Hereford Steam Laundry.

T. E. Bush, of Houston, was in this city Monday transacting business.

J. H. Bowers went to Childress last Saturday to visit with relatives.

A. G. Noble and D. S. Bruton, of Dimmitt, was in Hereford Monday.

Mr. and Mrs. James Rutherford arrived in this city last Saturday night.

We carry a complete line of window glass and the price is right. Skelton.

Pull your tandem disc with a Cletrac and get the wheat land ready early—it pays.

Mrs. L. P. Landrum and son, Ramsey, arrived Tuesday morning from Amarillo.

Miss Mabel Jowell went to Canyon Saturday morning to visit her sister, Miss Corrine.

Alois Stadler and family, of Summerfield, spent part of the day Saturday in Hereford.

Bill Brodie arrived in Hereford Sunday from San Diego, Calif. Mr. Brodie is here on business.

Mrs. H. Z. Sites and daughter, Ellen, arrived home from Electra, Texas Tuesday morning.

Sterilized: Pillows, Feather Beds, Quilts and Blankets.
Hereford Steam Laundry.

Bobo McLean left Hereford for Clarendon last Saturday to visit with his parents for a few days.

J. W. McQueen, J. J. Clark, C. A. Skelton and C. C. Rockwell were visitors in Clovis Sunday.

While they last, 1 gal. can apples, 65c. Hereford Produce Co., I. H. Spratt, Mgr.

Mrs. B. D. Woodlee and daughter.

Miss Mildred, and son, B. D. Jr. were in Hereford Tuesday enroute to Canyon and Amarillo.

J. H. Bowers returned home from Childress Monday morning. He has been visiting with relatives.

We can save you 25 percent on standard toilet articles.

B. S. Houston left the latter part of last week for Oklahoma, where he will visit relatives and friends.

Mrs. M. J. Fellers left Hereford Saturday for her home in Quannah, after a visit in the home of her son, S. H. Fellers.

The Methodist Ladies will hold a Bake Sale at Carlyle's Grocery all day next Saturday. Don't miss it! 35-36

Mrs. A. L. Gibson, of Wichita Falls, arrived in this city Tuesday to visit in the home of her parents, Mr. and Mrs. T. M. Parmer.

Pull your harvester with a Cletrac—then prepare your wheat land and seed it with a Cletrac.

Mr. and Mrs. Bryan Bryson left Hereford for their home in Comanche, Texas, Monday. They will drive thru in their car.

E. H. Shore, of Shore Bros. Garage, will be at home today and tomorrow to receive friends who have not paid their gas bill.

Have your broken windshield replaced at Skelton's.

We now have a tailor to do all kinds of altering and repairing.
19-1t Hereford Steam Laundry.

Mrs. E. R. Davis, of Dallas, arrived in Hereford the latter part of last week to visit in the home of her daughter, Mrs. Walter Spradley.

W. M. Moore, of Amarillo, left this city for his home Saturday. He has been visiting in the home of his daughter, Mrs. A. A. Godwin.

No dust, no germs, no smell of gasoline in the suits and dresses cleaned by the Hereford Laundry. 39-4t

Mrs. M. V. Hunter, of Ft. Worth, spent a few days in the home of her

niece, Mrs. Spradley, leaving Hereford Tuesday morning for Magdalena, N. M.

Soap, good soap, Palmolive soap, at 13 bars for \$1.00, at Skelton's.

Mrs. D. O. Stallings and daughter, Fray, returned to their home in Clarendon this week. Mrs. Stallings is a daughter of Mr. and Mrs. F. H. Brittain.

Dr. J. F. Roberts left Hereford for Oklahoma City and Muskogee, Okla. Monday on business. Mrs. Roberts will be in charge of the office in Dr. Roberts' absence.

2,000 yards of lace at 2 1/2c per yard at Skelton's.

D. O. Williams left Hereford for Roswell, N. M., where he will live on his claim until September, at which time he will prove up and become owner of a section of land.

Remember our work is all sterilized, while the washing that hangs outdoors is very unsanitary. Hereford Laundry.

We want your
Cream ----- 25c
Eggs ----- 18c
Eggs ----- 18c
Fryers ----- 27c
Hereford Produce, I. H. Spratt, Mgr.

Mrs. W. P. Jills and son, W. B. Jr., arrived in Hereford the first of the week. Mrs. Ellis has opened the Here-

ford Hotel dining room and began serving meals Monday.

Mrs. J. H. Florey and children, of Amarillo, returned to their home Saturday morning. They have been visiting in the home of Ms. Florey's parents, Mr. and Mrs. C. H. Churchill.

Peaches
We will have one more car of peaches in Hereford Thursday, July 14. This will likely be your last chance to get Elberta peaches this year.
Brumley and Conklin. 35-1t

Miss Opal Robertson and little brother returned to their home in Oklahoma City Monday. They have been visiting for the past two weeks with their uncle and aunt, Mr. and Mrs. C. M. McGhee.

Dr. Crume Changes Date
Instead of the first Tuesday in each month, Dr. Crume, of Amarillo, will be in Hereford the first Wednesday in June, September, December and March. If interested, remember these dates. 20-1t

We kill all disease germs by heating all our work 50 percent hotter than boiling water. This does not injure the fabric nor color of the goods.
Hereford Steam Laundry.

Mr. and Mrs. David Logue returned to their home in Charleston, Arkansas.

Saturday morning, Mr. and Mrs. Logue have been visiting their daughter, Mrs. J. C. Lance, for the past two weeks.

Curtains washed or Dry Cleaned.
Hereford Steam Laundry.

Farmers Attention
We want to work to the interest of the farmers while they are busy in their crops. Should you find us closed when you get to town, just call phone 123 and we will be glad to come and wait on you any time. Don't hesitate to call us.
Hereford Produce, I. H. Spratt, Mgr.

Peaches
We will have one more car of peaches in Hereford Thursday, July 14. This

will likely be your last chance to get Elberta peaches this year.
Brumley and Conklin. 35-1t

Three regular army officers now assigned to the A. & M. College of Texas, who at present are in command of the A. & M. cadets attending the infantry Reserve Officers' Training Corps Summer camp at Fort Logan, Colorado, have been ordered to remain there after the close of the R. O. T. C. camp on July 20, as instructors of the civilians who will attend the citizens summer training camp to be held at the same place during the month of August. They are Major W. H. H. Morris, Jr., Captain A. L. Tuttle and Captain F. J. de Rohan, all infantry officers.

A Successful Man Meets Opportunity at the door.

He is a BIG man because his alertness has taken advantage of every opportunity that came his way. To make money, one must have money. The successful man of today got his start by saving.

He didn't get "big" at once, but started as you may start—by SAVING REGULARLY a part of your earnings.

When you have a savings account you can SHAKE HANDS with opportunity.

Let us introduce you to our Banking facilities.

The Western National Bank

Capital and Surplus \$125,000.
Largest tax payer in the City of Hereford
Only Bank of Honor Bank in Deaf Smith County.
Get acquainted with Government Savings Securities.

MEMBER FEDERAL RESERVE SYSTEM

The most complete and up-to-date stock of groceries in town for your approval.

Prices Right

IF IT IS SOMETHING GOOD TO EAT WE HAVE IT

The G. and R. Grocery

FRANK A. GYLES
J. R. RUTHERFORD

HEREFORD, TEXAS

Conkey's Fly Knocker

The Animal's Friend

Get it at

Corner Drug Store

Say Dad,
What is service?
Oh, it's get what you want when you want it.
Well, Dad, you ought'a go to

Shore Bros. Garage

Phone 334.

How About That Granary?

We have been telling you all along to build one and get ready for this harvest. It is not too late. Let us help you plan it. Also we can assist you with your wheat barges. It is our business to serve you, don't hang back.

PANHANDLE LUMBER CO.

OUR AIM - TO HELP IMPROVE THE PANHANDLE

Deering and McCormick Twine

Hoosier and Kentucky Grain Drills

International Disc H

Be sure and always ask your grocer for the Panhandle Flour milled from the choicest wheat in the world, raised in the Panhandle, it is 'Great West' and 'Amaryllis'

Great West Mill & Elevator Company

Phone 265 Hereford, Texas B. R. Dixon, Mgr.

Water is Necessary for your Battery

Water is as necessary to battery life as it is to plant life. The water should be pure—and it should be put into the battery regularly, at least once every two weeks.

You can easily put this water in, but we will gladly do it if you prefer.

We are also equipped to recharge and repair batteries. We carry a complete line of Willard battery parts, rental batteries and Willard Threaded Rubber Batteries.

Ask us how Willard Threaded Rubber Insulation puts an end to the separator replacement expense caused by warped, cracked, punctured and carbonized wood separators.

Electric Service Company

Willard