

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

24TH YEAR, NO. 3

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, JAN. 29, 1924

WHAT'S GOING ON OUTSIDE HEREFORD

Fanhandle

A \$50,000 fire on January 18 destroyed the plant of the Snyder, Texas, Utilities Co., including power plant and ice plant.

Slaton won the 1923 district convention of the West Texas Chamber of Commerce on the fourth ballot at Colorado, Texas, January 24. Five towns entered the contest: Slaton, Merkel, Leake, Big Springs and Midland.

Hemorrhage of the brain caused by a fall resulted in the death of J. W. Strickland, St. Francis farmer, at Amarillo Monday morning. He was unloading a wheat wagon at the Great West mill when he fell backwards, his head striking the concrete elevator wall.

Plans have been virtually completed for the reorganization of the First National Bank of Clovis. The bank will operate with a cash capital and surplus of \$62,500, it is said. While the bank will operate under the name of First National Bank, it is likely that a new charter will be granted.

W. A. Hunter of Amarillo suffered a crushed chest in Lubbock Saturday while installing a gasoline pump.

Several ribs were broken and his lungs were injured. His condition is serious, but it is not believed he is mortally hurt.

Hunter, who is an employe of the Magnolia Petroleum company, was hoisting the pump into position when it toppled and crushed him to the sidewalk.

J. W. Davenport is the new secretary of the Amarillo Tri-State exposition.

Mr. Davenport is now secretary of the Childress Chamber of Commerce and of the Childress County Fair association. He was elected secretary of the Amarillo fair at a meeting of the Longhorn club room of the Amarillo hotel.

He succeeds John Gilvin, resigned. Mr. Gilvin was elected a director at the meeting. Judge J. W. Crugginton was elected first vice president to succeed J. Ray, resigned.

The fair directors made a contract with the Waugh-Shaffer Carnival company to exhibit during the fair next fall. This carnival company has twenty railroad cars of attractions, and is a widely known carnival company.

State

Sales of ranches have been active in the Midland country of late.

Henry Rhodes of Odessa sold to Henry Peagues of that city an eight-section ranch twenty miles southwest of Midland. The consideration was approximately \$150,000.

What is known as the "6Ranch," about thirty miles northwest of Midland, has been sold by John W. Cowden & Son to O. B. Holt. There are about 130,000 acres in the tract. More than \$100,000 cash was involved in this deal.

National

United States Senator James A. Reed (Dem., 22 years), Sunday formally announced his candidacy for the Democratic nomination for President.

Reed outlined his platform fragmentally in a brief statement accompanying the announcement.

Income tax payers got their first slice of the proposed tax relief Monday when the House Ways and Means committee adopted the recommendation of Secretary Mellon to allow a special twenty-five percent reduction in the tax on incomes which are "earned."

All taxable incomes under \$5,000 were defined as earned for purposes of this reduction while \$20,000 was set as the maximum amount of incomes on which the reduction could be taken.

In a decision which is expected to have far reaching effect on Branch banking by National Banks, the Supreme Court Monday in a case brought by the First National Bank of St. Louis held that National Banks under the federal banking act are prohibited from establishing branches unless they come within the exceptions pointed out by the court.

Specifically the court held that the opening of a branch bank by the St. Louis Bank was in violation of the federal law and furthermore, that a Missouri state law which also forbade it would be enforced in the state courts.

A whirlwind of development Monday advanced measurably the government's plan to rid itself of the Fall oil leases.

A resolution urging the president to institute proceedings for annulment of both the Sinclair and Dohney contracts was debated all day in the Senate with indications pointing to its adoption Tuesday.

Another resolution, requesting the president to call for the resignation of Secretary Deuby because of his part in the leasing program, was introduced by Senator Robinson, Ark., the Democratic leader, but its consideration was deferred.

ANNUAL BANQUET IS SET FEBRUARY 21

COMMERCE CHAMBER PLANS BIG FEED NEXT MONTH

STIMULATES PEP

A Little Sociability Helps Enthusiasm in Any Line of Work

The annual banquet of the Hereford Chamber of Commerce, when the membership assembles and reviews the work of the past year and takes a notch in the community belt for another year's effort, will be held the night of Thursday, February 21, according to a decision made at the luncheon Monday at the Cordova Hotel. Banquet Chairman Homer Wilkinson stated that he is negotiating with several groups to serve the "ests" and the exact place and time will be determined within the next few days.

President McDonald, who was back in the chair after an absence of several Mondays, was full of optimism and pep and kept the schedule running smoothly. He said he believed the organization should keep the cotton acreage movement going right on as vigorously as in 1923, and appointed a special committee to handle this work consisting of A. Herbst, A. L. Biggs and the secretary. The trend of the discussions all through was the increasing interest in cotton planting this year, the coming of more gins in this community, and the influx of new settlers caused by the activity and the fine outlook for agricultural progress in 1924.

Q. R. Shelton, new owner of the Wagner place, spoke briefly and said that when he purchased his place, which had already been planted in cotton and badly damaged from hail and excessive water, it was determined to plow up this acreage. All of it was plowed up except between sixty and seventy acres, which did not look promising at all, but in spite of that this small patch produced fourteen bales of cotton and this realized more per acre than any other crop on the place. M. C. Bell, Castro county farmer, said that his experience with cotton here has convinced him that this is the best cotton country in the world.

The proposed trade excursion by auto to the south Plains was further discussed but no definite date set. The secretary made a report of some of the work accomplished by the organization the past year that seemed to evoke interest.

It was a good, snappy meeting throughout and an exchange of ideas seemed to leave everybody in good humor. Next Monday the dinner will be held at the City Cafe. Those present were: W. D. Hoxton, G. A. F. Parker, Jno Estes, Ralph Barnett, Frank Gyles, Geo McCurry, George Overton, N. C. Vogele, A. L. Biggs, M. D. Womble, Carl Cockrell, W. R. Steckman, C. A. Skelton, L. W. Carlyle, Q. R. Shelton, Geo. Muse, A. Herbst, D. F. Ashbrook, D. L. McDonald, Seth B. Holman, Walter Spradley, E. B. Black, E. H. Dunlap, Homer Wilkinson, Edgar Ramey, Carl Mountz, C. C. Rockwell, H. H. Hawkins, B. C. Kilgore, B. E. Farmer, Rex Tynes, M. C. Bell, I. V. Bell.

"More People—More Farms"

Gus Barrett Accidentally Killed on Monday

Gus Barrett, aged 27, son of Mr. and Mrs. Robert Barrett of Hereford, died within a few minutes after an old line double action 38-calibre revolver in his hand accidentally exploded about 7:30 o'clock Monday morning. The tragedy occurred at the home off E. A. Roberts, Barrett's father-in-law. The bullet entered the breast just above the heart. Barrett walked across the room and called his mother to come to him, expiring soon afterwards.

From the best information obtainable it seems that the unfortunate young man had asked someone in the house to bring him the pistol, as he wanted to take it to town. It was supposed to be empty, but really contained one cartridge. He playfully pointed it at his breast and snapped the trigger, snuffing out his life.

Barrett was a linesman employed by the Hereford Light & Power Company. His wife died last March. Funeral services were held from the Presbyterian church Tuesday afternoon at 2:30 o'clock, Rev. J. R. Sharp, assisted by Rev. Paul J. Merrill, officiating. The remains were laid to rest in the city cemetery.

For Cold Nerve This Soap Maker Takes Prize

The Brand wants to earnestly thank the enterprising soap-maker who purchased the metal pot from the back of the office, made a batch of soap, and then returned the pot after a couple of weeks or so. It was a rather costly experience for The Brand, but there are no hard feelings, in view of the return of the pot.

The only kick The Brand has grown out of the failure of the soap manufacturer to properly remove traces of his handwork and return the pot in immaculate condition.

The Brand's pot, used in melting down old metal for re-use, first disappeared on Halloween night. This pot was never recovered. A new one was borrowed and this also disappeared. A third pot was finally found, after much trouble, with a huge crack in it. George Beams had to weld it to make it fit for use. Just about the time the welded pot was put in use the second pot mysteriously returned between two suns, being in the exact place from which it was taken. It showed unmistakable signs of having been used to make soap, or some such preparation.

The unmitigated gall of that guy in not cleaning that pot!—can you beat it? "More People—More Farms"

Absolutely Last Call to Get the Poll-Tax in 1924

Thursday, January 31, is absolutely and positively the last day on which a man or woman can pay the poll tax which will entitle them to vote in the several important elections to be held during 1924. Without that poll tax a person is disqualified as a citizen, and will have to be a bystander while his neighbors elect public officials from the president down, and decide many other important questions of the day.

The year 1924 is a "political year" and a man with a poll tax will be the most sought after and popular fellow in his community. A man without it will be a lonesome and sorrowful figure.

Taxes are beginning to roll in at both the county and city offices, and from now until midnight Thursday the office forces of both establishments expect to be kept steadily on the job. About 700 poll taxes had been paid Tuesday at the sheriff's office, out of a possible 1200.

Don't disfranchise yourself—pay your poll tax and exercise your rights of citizenship.

Vernon Farmer Purchases Land in Castro County

T. H. Patterson, formerly of Vernon, Texas, arrived here last Friday with his immigrant car and his family and has now become a citizen of Castro county. Mr. Patterson purchased 323 acres of land from Fred Galle, thirty miles south of Hereford, purchased the lumber for a house here last Saturday and Monday was at work on his foundations.

Mr. Patterson has a wife and children and is an experienced farmer. He will put in 150 acres in cotton in 1924, he said.

HOSPITAL BONDS AT AUCTION IS NEW PLAN

FEBRUARY 18 IS DATE. COURT HOPES FOR PREMIUM, TOO

An auction sale of hospital bonds is the unique method devised by the Commissioners' Court of Deaf Smith county to market the \$50,000 hospital bonds recently voted by the people. The sale will occur on February 18, at 9:30 o'clock, and from present indications the bidding will be brisk. The Brand is advised, that par at least is already assured, and the court believes that a substantial premium can be obtained for the bonds.

The court has issued a little leaflet, telling all about the sale, the bonds and the county, for the benefit of buyers. It says, in part:

"The Commissioners' Court of Deaf Smith County, Texas, will on the 18th day of February, 1924, at 9:30 a. m., receive bids for the above mentioned bonds.

"No further work has been done on the Transcript since the election carried. Buyer will be expected to handle all further proceedings at his expense, which will include preparing Transcript, the approval of the Attorney General, the printing of the bonds which he will supply, and Waiver from the State Board of Education, subject to the approving opinion of either

John C. Thompson, New York Chapman, Cutler & Parker, Chicago Pershing, Nye, Frye & Talmadge, Denver

Wood & Oakley, Chicago or some other well recognized bond attorney whose opinion is to be secured and paid for by the purchaser. If an attorney other than one of those named above, is used by the buyer, the name of such attorney must be submitted to the court for approval before sale begins.

"A Certified or Cashier's Check in the sum of Five Thousand (\$5,000.00) Dollars will, be required as evidence that the successful bidder will comply with the terms of his contract and will take up and pay for said bonds in a reasonable time said check to be cashed as liquidated damages in case of failure to do so.

"Form of contract approved by the Commissioners' Court of Deaf Smith county, Texas, will be furnished each bidder.

"The Commissioners' Court hereby reserves the right to reject any and all bids."

Bess Brake Died at Home of Mother in Kentucky

Bess Brake, who had lived here for a number of years, died at the home of his mother at Lewisburg, Kentucky, on January 20, according to a letter received here from his mother addressed to several of the local business men who had invited her to live in the comfort and welfare prior to his leaving here about January 10.

Brake was a victim of quick consumption, following a spell of fever. He was buried at his old home in Kentucky.

WHAT DOES THE HEREFORD CHAMBER OF COMMERCE DO TO JUSTIFY ITS SUPPORT?

JUST A HASTY SKETCH OF SOME OF THE HIGH LIGHTS IN THE WORK OF THE ORGANIZATION MAINTAINED FOR GOOD OF ALL

STEADY SERVICE OVER THE YEARS

Has Continuous Service Record Hard to Beat, and Keeps Everlastingly Pounding at Work of Making Hereford's Country a Better Place to Make a Home

"This is the season when towns and cities all over the country are marshalling their forces for another year. Annual meetings of chamber of commerce and other similar organizations are being held and budgets are being raised to carry on the work of advertising their resources and attracting attention their way.

"You can't think of a town or city that is really pushing forward that hasn't a live organization to lead the way—not one. A number of places in the class with Dalhart in population have already arranged their affairs for the year, and are actively engaged in telling the world what they have. In nearby sections we mention Canadian with an attendance of 175 at the annual membership banquet; Plainview with 700; Clovis with a budget of \$6,000 already raised; Slaton with an annual membership meeting with every business in town represented, and numbers of others, including the little town of Canyon with a live-wire for secretary already on the job.

Providence Certainly Watched Over This Wreck

Three young men, a coyote, a shot gun and a Ford mixed up in a general scramble Sunday afternoon that just missed a tragedy by an eyelash but finally wound up in a broken arm, a lot of missing skin, a twisted gun barrel and a demolished Ford.

Ralph Rutherford, Bill Coccoanagher and Pierce Howton, in Ralph's jitney, were chasing a coyote on Ralph's place near Hereford Sunday afternoon. They were crowding him closely and traveling as fast as the Lizzie would travel down hill, over rough ground when the car turned three complete somersaults. Coccoanagher was thrown a total distance of forty-five feet, the boys declare. The shotgun was twisted into something like the letter S, and the Ford was completely demolished. The three boys were scattered all over the landscape.

Dr. Gahbert patched them up afterwards. Howton's left arm is broken and all three are skinned and bruised almost beyond belief but all smiling nevertheless. They admit it was a miracle that none of them were killed.

The coyote escaped and the Ford is a wreck.

"It is high time Dalhart folks were getting together. Everybody here knows we have the best country in the world, but what about letting the other fellow know it? It would be a pity for all those farmers in the east who are looking for locations to settle in less favored sections because of the indolence and lethargy of those of us who are here. The injustice would be as much to them as to us.

"Of course Dalhart will profit some by the money that is being spent by other places in advertising the Fanhandle and west Texas, just as a non-advertising merchant gets some "slop-over" business that comes to a town by reason of the progressive methods of more enterprising merchants but should we crave such business when we do absolutely nothing to get it. And are we conscienceless?

"As The Texan has pointed out before, homesteaders from the south and east will be halted at a line connecting Amarillo and Plainview unless we get busy in a hurry. At the present time, only one or two business firms in Dalhart are really putting out any publicity matter to inform and attract farmers, and they are getting results; but think of the possibility of a few thousand invested by the community in a comprehensive campaign!

"All are agreed that all of west Texas is on a verge of marvelous development. Large ranches are being broken up into small farms, and are being offered for sale at ridiculously low prices, considering the returns that will come from products that will be raised. Farmers in the north and east are looking for just what will be offered here, and it only remains to let them know that the Dalhart country offers the best.

"Somebody should get busy at once. Finances should be arranged for a comprehensive campaign, and business houses and individuals should not be stingy in subscribing to a fund that will mean much to this entire section of the country."—Dalhart Texan.

How About Hereford?

The Texan is right, and it is to be commended for this public spiritedness. The only thing lacking in this fine article is mention of the Hereford Chamber of Commerce.

And that brings on the thought: "Just what has the Hereford Chamber done in the past—what is its program, and what is it accomplishing?" We venture the opinion that even right here at home, where The Brand chronicles its work weekly, its record will be an eye opener to local people. No detailed report can be made here, but just to hit a few high lights how's this:

1 Organized in 1918, and still doing business in 1924, steadily, continuously, without a break in ranks or a single "nap" during all that time; with financial budgets ranging from \$2,500 to \$12,000 per annum, depending upon the financial condition of the community cutting the cloth to fit the problem, but never quitting for an instant.

2 The secret?—just a simple Weekly Luncheon! Every Monday, fifty times a year, rain or shine, from fifteen to thirty-five of the "regulars" who never quit rather together and keep the pot boiling.

3 Largely instrumental in promoting and holding together the South West Trail, the Abo Pass, the Texas New Mexico highway, etc., built and maintained a Tourist Camp for travelers stands for more and better highways and keeps the faith by paying its way in this highway work, year in and year out.

4 Set the fashion for "Farmers Banquets," which others have followed with a get-together feed for country and city men each year, that has resulted in untold good for all concerned holds an annual banquet that makes 'em all work to watch it in up-to-the-minute progressiveness and snap.

5 Organized and has maintained a Band for the past three years that captured the blue ribbon at Plainview in competition with all West Texas and still holds its leadership in this section.

6 Organized and has maintained a Poultry Show for the development of the poultry industry in this section that is crowding Amarillo and Plainview.

(Continued on Last Page)



Our Neighbors

CLEO
We have had several days of pretty weather and the people of this community are certainly taking advantage of it.

The Womack thresher has made a good run and is now at Perry Graham's. The Johnson thresher is at Claude Boyd's. Mr. Boyd is going to thresh better than two thousand bushels of grain.

E. C. Shuford is hauling cotton to Olton where they do good ginning and pay a good price.

Lester Dowell is also hauling cotton to Olton.

Clyde English and Fred Galle have been stacking feed for Mark Johnson the past few days.

Edward Rippey and Whitner Cook made a business trip to Dimmitt Monday.

Olle Dixon made a business trip to Hart Monday.

Elmer Dixon and family are visiting with his parents, Mr. and Mrs. W. S. Dixon near Hereford this week.

There are many prospectors in this community now—land is going up, the railroad is coming sure. There doesn't seem to be a chance for it to fall.

G. W. Willis of Dimmitt delivered a herd of cattle to C. B. Houser last Saturday.

A. M. Dowell and W. W. Wimberley of Canyon were in this community on business.

Misses Ruth and Eunice Dowell are helping their brother pick cotton.

B. R. Dixon and M. W. Forney were in Cleo community buying grain on Tuesday.

"More People—More Farms"
Dimmitt, Jan. 28.—Miss Glenola Powelson will give a recital Thursday night at the High School Auditorium. The proceeds will be in charge of the Parent Teacher Association. The admission will be twenty-five cents. Everyone is urged to be present.

"More People—More Farms"
REV. AND MRS. H. K. MONROE
RECIPIENTS OF POUNDING

On the night of January 14 the good people of Dimmitt and the surrounding country, about fifty in number met at the Methodist parsonage in Dimmitt. After a pleasant social hour the good people left, leaving behind a happy feeling never so strongly felt before. But something beside the abundance of love and good will was left behind, namely: flour, meat, lard, butter, cream, sugar, coffee, soap, apples, potatoes, honey and canned fruit and vegetables of various kinds. Such a pounding we have never had and we thank the dear ones who did this kind and thoughtful act. We have been kindly served here and thank you time and again for treating us so royally and we are determined to render the best service we are capable of doing.
—H. K. Monroe and Wife.

TO MY FRIEND A. H.

To my friend A. H. just a word to say. You are making an 'ell of a fuss about one-two-one Berkley Way.

But you have a right to be tickled this I well know.

For leaving Texas between the suns without a permit to go.

Your get-a-way postponed we know to be a fact.

Until the snow come to cover your tracks.

And when you left we are all glad to say.

Was the beginning of a most perfect day.

For when Texas loses such a questionable bird,

Nothing but praises can ever be heard.

There is some doubt and not much belief.

That this can last, this present relief.

And now Texas is an ideal state in which to live.

Until California should to us some of her undestrables give.

But of the latter let us trust and pray.

May remain satisfied at 121 Berkley Way.

You probably didn't know it, until 'twas too late.

That the writer was an escort to see you out of the state.

But such was the case I am glad to say.

And that was to me the beginning of a most pleasant day.

But alas, since the bridges you did not burn.

We will at any time welcome your return.

Sincerely —Troy Womble

"More People—More Farms"
Program For Baptist Worker's Meeting at Happy January 31, 1924

9:30 a. m. Devotional—L. Claybrook.

10:00 a. m. Foreign Missions—J. A. Lindley.

10:45 a. m. W. M. U. Work—Mrs. Baggerly.

11:15 a. m. Security of the Saints—B. C. Land.

12:00—Lunch will be served at church.

1:00 p. m. Regeneration Work of H. Spirit—D. H. Brynoff.

1:30 p. m. Baptismal Work of H. Spirit—B. F. Frombarger.

2:15 p. m. Infilling Work of H. Spirit—W. R. Hill.

3:00 p. m. Comforting Work of H. Spirit—L. Claybrook.

3:45 p. m.—Board Meeting.

Asks Movie Pals for \$100,000



Thomas Meighan, Chairman of the Motion Picture Stars' Committee, has undertaken to raise \$100,000 of the million dollar fund to acquire and maintain Monticello, Va., Thomas Jefferson's home, as memorial to the champion of religious liberty.



Doctor Overton says: "The lowly mosquito, though born of humble and obscure parentage, still can boast of some of the richest and proudest blood of the nation in his veins!"

Purchaser of Bradley Cattle Inspects Purchase

C. C. Slaughter of Dallas arrived here Friday morning. Mr. Slaughter is here to see a bunch of Herefords he recently purchased from Mrs. L. R. Bradley.

"More People—More Farms"
Notice of Sale of an Estray

Notice is hereby given that I, B. A. Witherspoon, city marshal of the City of Hereford, Texas, did take up and impound on the 28th day of January, 1924: One dark bay of brown mule, about four or five years old, has white marks on both sides of the neck made by the collar, half-recently shaved off by harness. No other visible marks or brands.

Said mule was running at large within the limits of the City of Hereford, Texas, on said date, and was taken up and impounded by me under authority of a certain city ordinance which was then and is now in effect in said city.

Notice is hereby given that I will on the Sixth day of February, 1924, at my place on Twenty-five Mile Ave. in the City of Hereford, between the hours of one and four o'clock of said date proceed to sell to the highest bidder for cash, the above described mule unless redeemed by the owner before said sale. Owner may redeem said mule any time prior to sale by paying for taking up and advertising.

This the 28th day of January, 1924.
B. A. WITHERSPOON,
City Marshal of the City of Hereford, Texas.

Inspect It!

We invite your inspection of our kitchen and laundry equipment. Everything that you need at a reasonable price.

We will continue to offer special bargains.

Watch our windows.

Pay us a social call and get acquainted.

Dunlap Hardware Company
HAVE WHAT YOU WANT WHEN YOU WANT IT

WITHERSPOON'S PREPARATION FOR PYORRHEA

Sold by City Drug Store

C. R. Barber

AUCTIONEER
Hereford, Texas
Pure bred livestock and farm sales given special attention

Abstracts and Loans

J. Frank Potts

Maps, Deaf Smith Co.—50c.

ACCIDENT AND HEALTH INSURANCE

The battle of debts piled high during illness makes the road of life a hard one. Just little things—an insect bite, a slight cut, a fall—develop into dangerous ailments. Accident and Health insurance supplies an "insurance income" that meets your daily and medical expenses and keeps you out of debt at such times. You cannot foresee this emergency—you can provide for it.

ASK US ABOUT INSURANCE INCOME!

The Hereford Insurance Agency

RALPH BARNETT, Mgr.

Let's Get Acquainted

It's easy. Just drop in anytime and say hello. We'll be glad to meet you and whatever advice we can give you will not cost one penny.

In the old days, bankers used to shut themselves up in private offices—and they were as hard to see as a potentate. All that is changed, though, and nowadays your banker is right where you can see him and talk to him any hour of the banking day.

It's that way at our bank, and a cordial invitation is extended to you to call on us.

First State Bank & Trust Co.

Guarantee Fund Bank



Heinz Pickles in Bulk

Sweet, Dill, Sour—Fresh, appetizing shipment just received

HOME MADE CHILI CONCARNIE

We can supply you with clean, wholesome, ready mixed stock

The Best Meat in the Panhandle—and living prices, too.

TEXAS MEAT MARKET

CLOYD BROS., Props.

It was a Plaything

The electric light started its career as an interesting experiment—nothing more. When Edison corralled "light in a bottle" people were amused.

But such things as the electric light, the telephone, electric cars and other inventions of revolutionary character required years of experiment and research costing millions of dollars.

Private capital financed the engineers and scientists and took all the risk. No government or city funds were gambled on "fool things."

This country would now be a hundred years behind but for private initiative and private capital in the Electrical and other industries. We'd still be groping in the dark for the lamp age; riding in horse cars; cooking with wood fires, and sending messages by messengers.

Hereford Light & Power Co.

"Your Electrical Servants"

Phone 388

They're Showing Lots of Interest

in our big

Semi-Annual Clearance SALE

The daily buying holds steady and the many valuable bargains in real values at low prices draw crowds of eager buyers every day

Values and Prices always win in any circumstances—have you looked over our stock during this sale?

It will pay you to do so.

FOX Mercantile Co.

The Hereford Brand

ISSUED TUESDAYS AND FRIDAYS

Seth B. Holman Walter R. Stockman
Holman & Stockman
Publishers

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

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ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

Commercial local 10c per line per insertion. Card of thanks 50c. Obituary notices in excess of thirty lines will be charged for at the rate of 10c per line, no charges on first thirty lines. Church and society—local where an admission is charged 10c per line.

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 practically new oats sprouter in good running order. See E. W. Morgan. Phone 9E21. 3-2t

FOR SALE—A Hudson Super Six all up in good running order. See or phone Hereford Garage. 3-4t

BEAMS & MARRS

BUFF ORPINGTON COCKERELS
Have a few good Buff Orpington Cockerels for sale, ready now for breeding stock. 2-6t

C. M. HICKS

FOR SALE—Large boned, healthy, Mammoth Bronze Turkeys. Pure bred stock. Toms \$8.00. Residence at Big Square. Phone 45 or 212. Dimmitt. 2-2t-pd. Mrs. W. G. WYER, Muleshoe, Texas.

FOR SALE—Feed on Ira Bicketts' farm, 4 miles north; can feed out 50 head of cattle, see— 102-tf

C. H. DYAR

FOR SALE—A practically new 175 size Buckeye Incubator. Phone 201 or 149. N. C. VOGEL. 102-tf

WANTED

WANTED PLOWED—One or two sections; also good work mules to sell, see 1-tf J. L. FUQUA, Hereford. Dead Carcasses removed free. Phone 3-F12. 104-St-pd

FOR RENT

FOR RENT—Three light, comfortable rooms, furnished. Call phone 146. 104-tf. MRS. J. L. FUQUA.

FOR RENT—for grazing purposes only, the west half 21-3-3. T. S. Spencer, 103-St-pd Afton, Iowa.

LOST AND FOUND

LOST—Young Blue Horse Mule, with halter on. Finder notify C. C. Rockwell at Lumber yard. 3-4t

Witherspoon's PYORRHEA Remedy

Recently discovered and now manufactured by Spoon Laboratories, Inc., of Denver, Colo., and sold by City Drug Store of Hereford and in many other Panhandle towns. We come to Pyorrhea sufferers with this message: We believe it will cure you. Our close observation of hundreds of cases justifies this belief. We do not want your money unless you are satisfied and all is left to your decision. We only ask you to give it a fair trial. You are the judge in your own case. Sold in only 8 oz. bottles, price \$2.00. It is a liquid preparation, and easily applied to the sore, bleeding gums, tastes a little unpleasant at first, but we claim it gets the desired results and after all that is what you want, and if you have sore, tender, spongy, bleeding gums and loose teeth, or if you want to prevent contracting this dreaded disease you cannot afford to pass this offer up. Your health is at stake. Ask the City Drug Store for Witherspoon's Pyorrhea Preparation and when you have used the bottle and you are not entirely satisfied ask your druggist for your \$2.00. He is instructed to refund at your request. You can order direct from Hial P. Witherspoon, sole distributor, 515 Polk St., Amarillo, Texas. We do not want to keep your money unless you are satisfied. You will notice results promptly.

Forgives Father for Death Sentence



A little Brooklyn tailor, A. K. Lindsay, thought so highly of his solemn oath to tell the truth that he admitted his son's private confession of guilt in murder. His testimony convicted, and the son was sentenced to death in the electric chair February 14th. Owing to the jury's error, the judge could show no mercy. The case stirred the east and an appeal was made to the Parlor Court for life imprisonment. "Dad, you did right," said the 23-year-old youth in forgiveness, shown above with mother and father.

International Crew Here Demonstrates Separator

Five International men from headquarters at Amarillo, were here Saturday at the Primrose Cream Separator demonstration at the Price & Hough store. Assistant manager R. E. Jaquier of the Amarillo International Co., said they had the biggest day in Hereford and that more separators were sold here of their make than any place in Texas. Mr. Hough said that only one separator was brought in for adjustment.

Another Good Farmer To Plant Small Cotton Patch

G. C. Hartman was in The Brand office Saturday. The Hartmans are new comers to this part of the Panhandle, having lived in Floyd county for many years past. Mr. Hartman owns a half section nine miles west that he recently purchased from D. W. Hawkins. Mr. Hartman is an all round farmer with plenty of red pigs and chickens and a number of high grade Hereford White face cattle. "Of course," he says, "I will plant some cotton."

Road Engineer Here For Conference With Court

Road Engineer Rider in charge of this territory for the State and Federal road department, was here Friday conferring with Judge Megert on local road problems.

Infant Daughter of M. M. Bussell Died Sunday

The infant child a daughter, Willie Mae Jewell, of Mr. and Mrs. M. M. Bussell, residing west of town, passed away Sunday evening and was laid to rest in the city cemetery Monday. Mr. and Mrs. Bussell are new people in this county, having moved here from Randall county. The deceased was two months and fifteen days old.

White Wyandottes
Stock, Eggs and Baby Chix for Sale
A. L. BIGGS, Phone 32

Cotton Seed

We have 1000 bushels each of Acala and Mebane Cotton Seed, raised on the St. Augustine Ranch in Lubbock county, Texas.

These seed are re-cleaned and culled and we believe are the best planting seed that can be bought.

We are booking orders now—better get yours.

Jones & McLean
PHONE 1

FIRE INSURANCE

I represent strong "Old Line Companies" and will appreciate your business.

D. F. ASHBROOK

Everyday Problems

Everyday problems of finance, large or small, are the portion of everyone. Opportunities for investment—some good, some bad—are offered every day; means of financing personal ventures must be considered and all of them ought to be submitted to your banker for advice.

We are in the business to help our depositors and clients to solve their problems. Drop in and see us anytime.

The First National Bank
The Bank of Safety and Service

S. R. Cresap Purchases Ninety Head of Cattle

S. R. Cresap went to Bovina Monday morning to receive ninety head of choice Whiteface Hereford Cattle, coming twos. The cattle were bought from John McDonald and loaded at Bovina Tuesday morning. Mr. Cresap paid \$32.00 per head and is shipping them to New London, Iowa, to fatten.

Hereford Band Rehearses And Will Meet Thursday

The Hereford Band had a good work out Monday night and will snap into it again on Thursday night. The boys are working up a special program for the Chamber of Commerce banquet on February 21 and will hold two rehearsals weekly at least until that date. They are looking forward to the coming trade excursion to the South Plains, and will be ready with new music for that occasion also.

D. F. Ashbrook Has Opened Fire Insurance Office

D. F. Ashbrook has again entered the fire insurance field, and in this issue of the Brand carries his official notice to that effect. Mr. Ashbrook is a veteran insurance man, who knows that business from A to Z and also knows this field and will undoubtedly get his share of the business of this community.

G. L. Bright, a Former Resident, Has Passed On

A letter received from J. M. Bright to Secretary W. W. Bennett of Hereford Benefit Nos. One and Two, stated that his father G. L. Bright, formerly of this city, passed away January 18 at Justiceburg, Texas. Mr. Bright was a member of Hereford Benefit No. One. Mr. Bright was past sixty seven years and was for a number of years employed on the Allen Bell ranch.

Community Mill Attracts Custom From a Distance

The Community Mills is attracting patronage far and wide. Wednesday M. Wagley of Hollene, N. Mex., was here and made a purchase of Flavo Flour. Thursday Messrs. R. L. Soett and I. N. Barnes of Vega and J. Goodman of Happy were customers at the mill.

Fred Farris of Paris, Texas, left here Monday morning for his home. Mr. Farris visited several weeks with his uncle, R. F. Farris.

LODGE DIRECTORY

Hereford Lodge No. 828, A. F. & A. M. (Stated meeting, second Monday of each month. J. W. BRADY, W. M. J. S. JONES, Sec.)
Hereford Chapter 248, R. A. M. (Regular meetings, first Monday of each month. J. G. HASTINGS, H. P. J. S. JONES, Sec.)

LIST OF GRAZING LANDS

for Lease by
ASHBROOK-WILLIAMS-WILSON CO.
Hereford, Texas

SE 1/4 Sec 31, Blk K 11	SE 1/4 Sec 26, T 4, R 3	E 1/2 Sec 16, T 4, R 4
N 1/2 Sec 10, T 4, R 2	SW 1/4 Sec 23, T 4, R 3	N 1/2 Sec 11, T 5, R 3
W 1/2 & SE 1/4 Sec 29, T 4, R 2	SE 1/4 Sec 5, T 4, R 3	NE 1/4 Sec 31, T 5, R 3
NE 1/4 Sec 34, T 5, R 3	NW 1/4 Sec 28, T 5, R 4	NE 1/4 Sec 22, T 5, R 4
N 1/2 Sec 61, Blk K 7	SE 1/4 Sec 10, T 3, R 3	SW 1/4 & NE 1/4 Sec 22, T 5, R 2
S 1/2 & NE 1/4 Sec 100, Blk K 7	NE 1/4 Sec 20, T 5, R 4	Sec 79, Blk K 7
NW 1/4 Sec 34, T 3, R 3	NW 1/4 Sec 2, T 3, R 3	Sec's 83 and 97 and SW 1/4 Sec 80, Blk K 7
NE 1/4 Sec 21, T 5, R 3	NW 1/4 Sec 5, T 3, R 1	W 1/2 Sec 34, T 5, R 3
SW 1/4 Sec 13, T 4, R 1	N 1/2 Sec 10, T 5, R 1	W 1/2 Sec 4, T 3, R 3
W 1/2 Sec 5, T 4, R 3	SW 1/4 Sec 84, Blk K 17	Sec 324, Blk M 6
SW 1/4 Sec 77, Blk K 7	S 1/2 NE 1/4 Sec 30, T 3, R 1	E 1/2 Sec 4, Blk M 7
NW 1/4 Sec 62, Blk K 7	NW 1/4 Sec 36, T 4, R 3	1/4 Sec 3, T 6, R 3
NW 1/4 Sec 71, Blk K 6	N 1/2 Sec 17, T 4, R 2	Sec 34, T 7, R 3
NW 1/4 Sec 1, T 4, R 2	SW 1/4 Sec 10, T 4, R 2	Sec's 15 and 27, Blk K 8
NE 1/4 Sec 20, T 3, R 3	SW 1/4 Sec 5, T 2, R 1	SW 1/4 Sec 2, T 4, R 2
SE 1/4 Sec 34, T 4, R 3	SE 1/4 Sec 8, T 4, R 4	SE 1/4 Sec 3, T 4, R 2
Sec 25, T 7, R 2	NE 1/4 Sec 8, T 4, R 4	N 1/2 Sec 35, T 4, R 2
W 1/2 Sec 23, Blk K 8	W 1/2 Sec 20, T 4, R 2	SE 1/4 Sec 19, T 5, R 4
SW 1/4 Sec 20, T 5, R 3	Sec 86, K 6	S 1/2 Sec 32, T 6, R 3
Sec's 15 and 20, Blk K	Sec 14, T 6, R 2	NE 1/4 Sec 30, T 6, R 3
NE 1/4 Sec 8, T 5, R 3	E 1/2 Sec 2, T 2, R 4	S 1/2 Sec 4, T 5, R 4
SW 1/4 Sec 21, Blk 7	NW 1/4 Sec 36, T 6, R 1	NW 1/4 Sec 7, T 4, R 4
SW 1/4 Sec 12, T 6, R 1	Sec 31, T 6, R 2	Sec 91, Blk K 7
NE 1/4 Sec 10, T 4, R 1	Sec 71, Blk K 7	S 1/2 and NE 1/4 Sec 34, T 4, R 1
Sec 31, T 6, R 4	SE 1/4 Sec 11, T 2, R 1	NW 1/4 Sec 3, T 4, R 3
W 1/2 Sec 26, T 4, R 2	SE 1/4 Sec 43, Blk K 7	N 1/2 Sec 26, T 2, R 3
Sec 86, Blk K 6	Sec 34, T 3, R 1	S 1/2 Sec 21, T 2, R 3
Sec 14, T 6, R 2	Sec 55, Blk K 7	N 1/2 Sec 29, T 4, R 3
SE 1/4 Sec 5, T 2, R 1	Sec 54, Blk K 7	NW 1/4 Sec 20, T 5, R 4
NE 1/2 Sec 2, T 2, R 4	N 1/2 Sec 26, T 4, R 3	N 1/2 Sec 35, T 3, R 1
NW 1/4 Sec 36, T 6, R 1	E 1/2 Sec 83, Blk K 7	Sec 1, T 4, R 3
SW 1/4 Sec 35, T 3, R 1	Sec 70, Blk K 6	SE 1/4 Sec 8, T 2, R 5
E 1/2 Sec 77, Blk K 7	SE 1/4 Sec 24, T 5, R 3	Sec 18, T 3, R 1
Sec 32, Blk K 11	Sec 31, T 6, R 4	N 1/2 Sec 98, Blk K 7
S 1/2 & NE 1/4 of SE 1/4 Sec 33, T 5, R 3	Sec 1/2 Sec 24, T 4, R 3	
	W 1/2 Sec 5, T 4, R 3	

Ford

THE UNIVERSAL CAR

Forecasting A Tremendous Spring Demand

739,626

more Ford cars and trucks were produced last year than the previous year, an increase of over 50 per cent.

In spite of this tremendous increase in production, it was impossible to meet delivery requirements during the spring and summer months when orders for 350,000 Ford Cars and Trucks could not be filled.

This year winter buying for immediate delivery has been more active than ever before—and in addition 200,000 orders have already been booked through the Ford Weekly Purchase Plan for spring delivery.

These facts clearly indicate that the demand during this spring and summer will be far greater than ever, and that orders should be placed immediately with Ford Dealers as a means of protection against delay in securing your Ford Car or Truck or Fordson Tractor.

Ford Motor Company
Detroit, Michigan

A small deposit down, with easy payments of the balance arranged, or your enrollment under the Ford Weekly Purchase Plan, will put your order on the preferred list for spring delivery.

See the Nearest Authorized Ford Dealer

TOWN & COUNTY

Personalography

Mrs. E. L. Keith of Amarillo reached Hereford Tuesday morning.

Miss Tullie Bell returned to Hereford Tuesday morning from Hedley, Texas.

Ell Dunlap arrived home Sunday from Dallas.

Mr. and Mrs. L. Gough of Amarillo arrived here Tuesday afternoon.

Jno. Henson reached home Tuesday morning.

Mrs. J. D. Curtinger arrived home Tuesday morning from Roscoe, Texas.

Mrs. R. L. Lloyd returned to her home in Amarillo Tuesday morning.

Mrs. M. L. Steele and daughter Densie Mae went to Amarillo Tuesday.

Mr. and Mrs. Frank Jesse of Amarillo spent the week end here.

O. O. Axtell of Dimmitt transacted business in Hereford Monday.

Miss Agnes Elliston arrived home from Canyon Saturday morning.

Mr. and Mrs. Aubrey Sprawls went to Amarillo Saturday morning.

Mr. and Mrs. Reece Hough and son returned to their home in Canyon Saturday morning.

Mrs. J. A. Bowman and daughter Mary Jo of Amarillo arrived here Saturday morning.

Mrs. M. L. Powell left for Clovis Saturday morning to visit her parents, Mr. and Mrs. Ed DeBerry.

The Girls Auxiliary will stage a play entitled "The Farmerette" at the Star Theatre February 7.

The Girls Auxiliary will stage a play entitled "The Farmerette" at the Star Theatre February 7.

J. S. McGill of Sudan, Texas, was in this city for a short stay with his uncle Phil Arthur.

Mrs. Minnie Leftwich returned to her home in Farwell after a few days' visit in the Dyar home.

W. L. Suttle of Summerfield was a business caller at the Brand office on Friday afternoon.

A. M. Bronlee of Dimmitt was in Hereford Friday evening attending to business matters.

Messrs. C. L. Sears and C. P. Karacher of Sayre, Okla., are in Hereford this week prospecting.

I. S. Hamilton of Dimmitt was in Hereford Tuesday afternoon attending to business matters.

Mrs. C. E. Wilson made a business trip to Amarillo Monday and returned home Tuesday morning.

Mr. and Mrs. George Baer and little daughter returned home from Amarillo Monday morning.

Mr. and Mrs. C. H. Fallwell and children of Bellview, N. Mex., spent the week end in this city.

Mrs. J. McOlenindon of Silverton is visiting her daughter, Mrs. J. T. McDonald, this and last week.

Ramsay Landrum left for Corpus Christi, Texas, Tuesday morning, at which place he will enter a government hospital.

Organization of a new medical school at the University of Chicago has been begun.

J. L. McCollum of Estelline, Texas, arrived here Monday. Mr. McCollum is visiting his sister, Mrs. C. L. Roberts, and family.

Miss Jonnie Askey returned to Canyon Tuesday morning. Miss Askey visited relatives, Mr and Mrs. J. T. McDonald.

F. W. Curtis left Saturday morning for Marshalltown, Iowa, to be present at the enternment of his sister, Mrs. Cathrine Castles.

Rev. L. A. Blair of Clovis arrived here Saturday morning. Rev. Blair preaches twice a month at the Palo Duro church.

Mrs. N. E. Dase of Las Animas, Colo., reached here Monday morning. Mrs. Dase is visiting in the home of her daughter, Mrs. Clarence Conklin.

A. M. Smith of Plainview arrived here last Saturday and is visiting in the home of his daughter, Mrs. C. H. Dillehay.



Labor at last rules England. Ramsay MacDonald, shown above, is the new Premier, succeeding Stanley Baldwin.

Mayor Knight is ill in Hospital at Dallas, Tex.

Mayor Knight is reported ill in the Baylor Hospital at Dallas. The Mayor left for Missouri just before Christmas and was there up to about two weeks ago. The last letter to Mr. and Mrs. Edgar Johnson stated that his condition was unchanged.

Later—Another letter Saturday stated that the judge was considerable better and was moved from the hospital to the home of a friend.

FOR SALE
White Leghorn Hatching Eggs.

Why pay more for baby chicks, when you can buy A 1 hatching eggs for two-thirds to three-fourths less money? We deliver eggs to Hereford every 1st and 3rd Saturdays of the month—prices 15 for \$1.00; 100—\$5.00; 1,000—\$45.00. Ten percent must accompany order. Satisfaction guaranteed. Mrs. J. M. Chapman, Adrian, Texas.

BAKE SALE
The ladies of the W. M. U. of the Baptist church will have a bake sale on Saturday, February 2, at the Carlyle's Grocery.

CARD OF THANKS
We, the people of West-Way school, take this mode of thanking each and every one for their liberal donations on our piano.

Mrs. J. E. Ferguson returned home from Amarillo Monday morning. Mrs. Ferguson went to Amarillo Saturday to visit her sister, Mrs. William Boyce.

Mrs. Ty Thomas returned to her home in New Castle, Wyoming, Tuesday morning. Mrs. Thomas visited in the home of her brother Lester Womack of Castro county.

Lee Murphy left Saturday for Trinidad, Colorado, to secure medical attention of a specialist. Mr. Murphy was accompanied as far as Amarillo by his brother Albert Murphy.

Mr. and Mrs. U. N. Oliver and son John and John A. Johnson of Amarillo and J. W. Johnson of Clovis were here Sunday visiting in the home of Mr. and Mrs. Edgar Johnson. Mrs. Oliver is a sister of Mrs. Johnson.

Washington, D. C., has been chosen for the summer meeting of the National Educational Association. The meeting will be held June 29 or July 5.

Travel by teachers is encouraged by the board of education of Tulsa, Okla. Every third summer any teacher who spends the vacation time in travel is paid full salary at the same rate per month as in the regular school term.

W. S. WILLIAMS
Live Stock and General Auctioneer
Date List at Brand Office
Phone: Office 251; Residence 136

Chamber of Commerce Activities Are Mounting Up

(Continued from Page One)

view for numbers of entries and steady growth.

7 Closed every business house in town in September and took the county to Amarillo en masse to tell the world at the Tri-State Fair that cotton grows, matures and opens in the Hereford country.

8 Raised and financed splendid agricultural exhibits at the Tri-State Fair at Amarillo, the South Plains Fair at Lubbock, and the State Fair at Dallas, which attracted wide spread comment and turned the eyes of the south west to this territory.

9 Took the first concrete step toward systematic planting of cotton above the caprock by purchasing planting seed in carlots, putting on a publicity campaign for its planting, boosting a cotton acreage list up to over 7,000 acres, and thereby putting cotton into the agricultural scheme of the Plains.

10 Raised a \$2,500 cash bonus in one day for a cotton gin, which said gin has now turned out over 500 bales, even in this freak year of fall rains followed by continued snows, and is still ginning right now.

11 Maintains a continuous and a thought-out-in-advance publicity campaign in the Dallas Semi-Weekly Farm News and Farm and Ranch, at a heavy expense, telling the cotton farmers of the south west that this is a Cotton Country par excellence; and follows up this with systematic work with literature and personal letters that is attracting hundreds of cotton farmers to this community right now and is resulting in increasing land activity.

called just now or mentioned here for lack of space.
How—by devoted and unselfish work on the part of a bunch of the finest folks in the world, who believe in their home town and their community and who do not allow little petty jealousies to usurp their common sense and vision.
Just team work, that's all. Not perfect yet, by any manner of means, and without the man-power it needs to do really big things, but keeping the traces tight all the time just the same, and steadily "carrying on."
Come to Hereford!—It's a dandy good place in which to hang up your hat.

LAND BARGAINS

We believe there is money to be made in the bargains we have to offer

See us before you buy or sell—It will pay you

Hill-Ireland Realty Company

Now Located in Clark Building

GOOD USED CAR VALUES

1922 Touring, starter
1920 Touring, starter
1919 Touring
1917 Runabout
1918 Buick Six
1918 Velle Six
1920 Fordson

ALL PRICED TO SELL

WILKINSON MOTOR CO.

Lincoln — Ford — Fordson

THE BEST WAY

The best way to get ahead financially is to save money today, tomorrow and every day.

Put it in a saving bank, where it earns interest and, one of these fine mornings, an opportunity for investment will present itself, and you'll be prepared. Join the large number of depositors who are regular savers at our bank.

The Western National Bank

Attention Hog Men

YES, I am still buying HOGS, and paying the full strength of the market. FRIDAY is HOG DAY. Don't bring in your hogs on Monday and then cuss me because you don't get as much for them as the fellow that comes Friday—it costs money to hold these hogs a week as a hog wont fatten any for a week or ten days after he is moved and put in a strange place, and the market fluctuates so much it keeps a half-witted hog buyer on nettles, but I will always pay as much for the same class of hogs, the same day received, as any buyer on the Plains. Yours for a fair square deal,

G. W. Brumley

COTTON LISTERS

SEE US FOR THE OLD RELIABLE JOHN DEERE AND CASE

Cotton and Corn Listers. Our stock of all-size Sweeps is also complete, as well as our one and two-row high wheel Cultivators.

GARRISON BROS.

INCOME TAX IN NUTSHELL

WHO? Single person who had net income of \$1,000 or more or gross income of \$5,000 or more, and married couples who had net income of \$2,000 or more or gross income of \$5,000 or more must file returns.

WHEN? The filing period is from January 1 to March 15, 1924.

WHERE? Collector of internal revenue for the district in which the person lives or has his principal place of business.

HOW? Instructions on Form 1040A and Form 1040; also the law and regulations.

WHAT? Four per cent normal tax on the first \$4,000 of net income in excess of the personal exemption and credits for dependents. Eight per cent normal tax on balance of net income. Surtax from 1 per cent to 50 per cent on net incomes over \$6,000 for the year 1923.

Of Interest to Santa Fe Patrons

Have you compared after-the-war prices of what you buy and sell with those of a pre-war normal year—say, 1922 with 1915?

Santa Fe System Lines have made such a comparison, and you will be interested in the result:

The Santa Fe System sells transportation only, but buys steel, fuel, lumber and all kinds of building and construction material; and is a very large user of labor.

The Santa Fe System received in 1922, \$1.45 for hauling the same amount of freight the same distance that it received \$1.00 for in 1915, and \$1.60 for hauling a passenger the same distance it received \$1.00 for in 1915. Or, combining freight and passenger, it received \$1.50 for the same service it received \$1.00 for in 1915, the increase being 50 per cent.

The Santa Fe System paid \$2.11 for the same quantity of fuel that \$1.00 paid for in 1915; \$1.77 for the same quantity of materials and supplies, other than fuel, that \$1.00 paid for in 1915; \$2.22 for the same number of hours of labor worked in 1922 as \$1.00 paid for in 1915. Aggregating all operating expenses, it paid in 1922, \$2.05 for the same number of hours worked and same quantity of materials and supplies as it paid \$1.00 for in 1915. It paid \$2.90 in taxes in 1922 for every \$1.00 paid in 1915.

Santa Fe System employees received an average annual compensation in 1922 of \$1.81 for every \$1.00 received in 1915, and the cost of living of such employees was \$1.62½ in 1922 for every \$1.00 in 1915.

Freight rates and passenger fares cannot be reduced until taxes and the cost of operation are reduced.

Cost of operation cannot be substantially reduced until the price of labor and material is reduced. And the price of labor and material cannot be reduced until the cost of living is reduced.

W. B. STOREY, President
The Atchison, Topeka and Santa Fe Railway System

These are the Fundamental Reasons why

- 1 A firm and stable organization that has built a uniformly good car of economical price and operation.
- 2 A chassis so designed and coordinated that it performs equally efficiently under all conditions.
- 3 A wide variety of body types that meets all individual requirements and establishes a standard of quality and style.
- 4 Buick authorized service available everywhere throughout the life of the car.

When better automobiles are built Buick will build them

RENFRO & SONS

Hereford, Texas

When better automobiles are built, Buick will build them