

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

25th YEAR, NO. 17.

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, MARCH 20, 1923.

SOUTH WEST TRAIL MEET SUCCESSFUL

FAIR CROWD PATIENTLY AWAIT ARRIVAL DAVIS

DANDY PROSPECT

Trail Grows Constantly in Popular Favor and Fame Is Spreading

Frank A. Davis, manager of the South West Trail highway association, accompanied by an assistant, Mr. Francisco, arrived here last Friday afternoon about five o'clock and held a postponed meeting with the citizens of Hereford in the county court room. In spite of the postponement and the hurried attempt to secure a crowd about thirty enthusiastic business men heard Mr. Davis go over the details of the route, tell of its past, present and future, and pledged Deaf Smith county to her share of the necessary expense of advertising it and fixing it firmly in the minds of the traveling public as the one and only BEST route from the east to California.

Mr. Davis said that the South West Trail is now the best marked highway in the country and is rapidly growing in the esteem of the autoists and the general public. He promised that the Kansas City-Chicago division would soon be added to the route, which will throw another big volume of business this way. In all probability the route will extend to Mexico City from El Paso not far off in the future.

The main gist of Mr. Davis's address dealt with the financial support necessary to make the Trail a permanent institution. He said all the communities to the north of Hereford have agreed to their proportionate share of the expense fixed to issue thousands of maps and folders and otherwise advertise the route to the tourists. The Deaf Smith county prorate was given as \$400, but a credit of \$175 is allowed on money already paid in during the past two years.

In illustrating the value of the Trail to a community Mr. Davis said that the average tourist spent \$10 per day on the road. Given 100 tourists per day, averaged out among towns this amounts to \$1,000 per day. In a 100-day season \$100,000 will be left in a town handling 100 tourists per day.

W. D. Kelleher of the Magnolia Company brought his record book from the filling station and started his hearers with the number of transcontinental cars stopping at his one station alone daily. Figures from the other stations here are to be added to what Mr. Kelleher presented, plus about ninety-nine cars out of every 100 that no record of is secured. The general public, it was declared, had but a vague idea of the tremendous volume of traffic now using the Trail and what it actually means to Hereford and all other towns along the route.

Messrs. Davis and Francisco were assured of Hereford's hearty support. They spent the night here and then proceeded Saturday morning to points west on the Trail. The pair will continue to El Paso and then come back through here enroute home.

Mr. Davis carried with him a plate for printing maps of the route, as constituted at present, and ordered 1,000 maps from The Brand. The plate is used on page 2 of this issue to give the readers of The Brand some idea of the length and straightness of the South West Trail.

One Hundred Confessions And Fifty Additions Are Results Baptist Meeting

The Baptist revival closed a three weeks run here Sunday night and Monday morning Rev. Woodie Smith and party returned to their homes in Fort Worth.

The meeting was a big success from every angle, about 100 confessions of faith being received and nearly fifty additions to the Baptist church reported, besides additions to other churches growing out of the meeting.

Tulia Officials Looking At New Irrigation Well

F. Klaus, president of the Tulia Chamber of Commerce, and County Agent Bennett of Swisher county came over Tuesday to look at the new irrigation well on the D. L. McDonald Four-Mile Farm. Mr. McDonald is busy pumping out the sand and has not yet had an opportunity to size up the final flow of water.



Mrs. Schumann-Heink

Who will sing at the Panhandle Music Festival, Amarillo, April 9 to 14. Other internationally famous musicians who will appear on the Festival program with Schumann-Heink are Miss Anna Case, Arthur Middleton, and Alberto Salvi. Prof. Emil Myers of the Amarillo College of Music, well known in Hereford, is promoting the Festival.

State Aid Given Three Schools in Deaf Smith Co.

Six hundred dollars of State Aid money has been allotted to Deaf Smith county by the department of education at Austin, and Judge Megert states that it will be prorated equally between the schools at Summerfield, Wyche and Progressive, the only ones from this county that sent in their application. Last year the Summerfield school received \$500, but this year so many schools applied that the amounts are smaller. The letter to Judge Megert regarding the division of the money follows:

"Because it is getting late in the school session, when school trustees and teachers are becoming anxious to know the exact amount of state aid which each is to receive, and because the large number of schools applying for aid will make this Department late in reaching some counties, and further because there are only three schools in your county applying for aid, I am hereby requesting you to make a division of the \$600 state aid allotted to your county between the three schools applying."

The amount of aid asked for in the application of each is as follows:

Summerfield	1	500
Wyche	4	500
Progressive	7	500

"You will please check up on the financial condition of each and divide the amount allotted according to their actual needs."

"Copy of this letter is being mailed to the chairman of the local board of each school for his information. Please advise the office as soon as you have made the allotment."

M. D. Womble is New Proprietor Service Garage

M. D. Womble of Wildorado, bought the Service Garage Monday from H. G. Conkright, and took possession the same day. Mr. Womble will conduct the garage along the same lines as in the past, that of retailing gas and oil, tire repairing and storage. Mr. Womble and family will make their home with Mr. Womble's father, J. C. Womble. Henry Hastings, formerly manager of the Service Garage, will continue in the cattle business.

Mayor Knight Speaks at Canyon Luncheon Tuesday Commission Government

Mayor Knight went to Canyon Tuesday morning on the invitation of Mayor Gambie of our neighboring city, to attend the weekly luncheon of the Commercial League and to address the business men of Canyon on the city commission form of government. Canyon is to vote on changing to the commission form on April 3, and the voters are trying to get a line on the experience of other towns that have adopted this class of government.

Castro Co. Singers at Dimmitt Sunday, Mch. 25

The Brand is in receipt of the following letter concerning the coming Castro County Singing Convention at Dimmitt Sunday, March 25th.

"Dallas, Texas, March 15, 1923. To The Hereford Brand.

"I wish to say to the friends and singers of Castro Co., and all, I have had to be away so much on account of my mother's sickness and other business. I have not had the chance to be with our program committee. So we will not have a regular printed program this time. But I wish to say I was at Clovis last week and have the promise of the best help from there."

"And also have a letter from Mr. Stamp saying he will be with us the 4th Sunday, the 25th, and have with him Messrs. Duncan, Ware and Price, making a very strong quartet. Our Program Committee will be wide awake and see that you are on the program, so come one and all, with your songs, a new and old, and lets have the best singing and the largest crowd we have ever had in Castro Co."

"Be on hand at 9:30 at Dimmitt. Mr. Stamp represents the James D. Vaughn Music Co., and we expect other music publishers will be represented there on that day."

"Everybody invited to come and take part."

Robert Gollehon, Vice Pres.
Mrs. Gollehon, Sec.
S. J. Taylor, Pres."

Monday, March 26, 3:00 p.m., County Courtroom, is Date and Place For School Mass Meeting

Complying with the request made by the Chamber of Commerce that he call a meeting of the voters of the Hereford Independent School District to consider candidates for school trustees, County Judge Megert has set Monday, March 26, at the date, and the hour at 3:00 p. m. Judge Megert's official call is reproduced below.

I have been requested to call a meeting of all patrons and qualified voters of the Hereford-Independent School District to be held on Monday, March 26, at 3 o'clock p. m., in the County Court room, for the purpose of selecting a list of names of those who will agree to serve as school trustees of said District, these names to be submitted to the qualified voters of the District at the school election to be held on Saturday, the seventh day of April, at which time three Trustees are to be elected.

Every citizen should be interested in our schools, as the progress and advancement of the town and county depends to a great extent upon the quality of the schools that we have, and the quality of our schools lies almost entirely with the trustees: live, wide awake patrons who are interested, mean the selection of live, wide awake trustees and up to date schools.

Please do not overlook the above date and be present so that you may express yourself and have a choice in the selection of this list of names.

W. M. MEGERT, Ex-Officio Co. Supt.

Cotton Seed All Sold; Arranged To Secure More

The eight hundred bushels of Acala cotton seed, purchased by the Hereford Chamber of Commerce and sold to the farmers of this community at cost, is all gone. Not a pound is left. And from reports received Monday there are a lot of disappointed people who put off the purchase too long and now will have to pay a higher figure for their seed.

At the luncheon Monday the situation was discussed and a course of action figured out. It was felt that there might not be demand enough for another full carload and that therefore the best thing to do is for Jones & McLean to receive orders for any seed desired by the farmers, while the secretary is instructed to write and secure prices on pure Acala seed in less than carload lots. The details are in the hands of the Cotton Committee, Geo. L. Muse, chairman, G. A. F. Parker and Albert Herbst.

Current prices will be secured as soon as possible, and anyone desiring seed can file their orders with Jones & McLean by making arrangements for the cash or through their banker and the seed will be secured for them.

There is undoubtedly going to be a tremendous acreage in cotton planted in this country this year. There are hundreds of acres going in that are not in the list carried in The Brand, and it begins to look like four or five thousand acres. A gin will come when the actual acreage is known to be in the ground. No sane man will put in a gin in a new cotton country until he sees the cute little cotton plants strung out across the fields. When the planting is over the gin question will be a live one.

Mrs. Huber and little daughter and Miss Martha Krueg left Hereford for their home in Artes, South Dakota, Monday morning. Mrs. Huber and Miss Krueg are relatives of Mrs. Gen. Bippus and visited in the Bippus home since last December.

Scrappy Meeting Commercial Club At Cordova Hotel

A scrappy crowd of twenty-five business men disposed of a good dinner at the Cordova Hotel Monday at noon and argued over questions of mutual interest concerning the community in general.

The fact that the cotton seed on hand was all gone was reported and ways and means discussed for meeting demands for additional seed. The cotton committee was asked to handle details and the secretary instructed to secure prices on less than carload lots.

E. W. Harrison made a report of the meeting at the courthouse last Friday in the interest of the South West Trail, and account of which is given in another column. Homer Wilkinson told of the need of large advertising sign boards at each end of town for the benefit of tourists. Henry Wilkinson told a story of a tourist who came through here and was arrested for not having proper license numbers. He suggested a lenient policy in dealing with strangers who might inadvertently violate some of the local traffic ordinances.

The remainder of the time was taken up with a discussion of the West Texas Tech college situation. A final decision in the local attitude toward the securing of this institution will be made at next Monday's luncheon at the City Cafe. Those present Monday were: A. Herbst, Henry Wilkinson, Homer Wilkinson, E. W. Harrison, W. R. Steekman, Dr. W. F. Gabbert, D. L. McDonald, L. W. Carlyle, John Mueseler, L. Baskin, C. C. Rockwell, E. S. Ireland, N. C. Vogele, G. A. F. Parker, E. F. Connell, Rev. Paul J. Merrill, Ralph Barnett, A. M. Jones, W. E. Dunlap, C. A. Skelton, F. H. Oberthier, T. M. Palmer, D. F. Ashbrook, William Ashbrook, Seth B. Holman.

Mrs. Edgar Berry and J. D. Woodburn of Claude, Texas, reached Hereford the latter part of last week and visited in the home of their father, Col. E. T. Woodburn.

HIGH SCHOOL PUPILS WILL VISIT TRAIN

WILL STUDY A. & M. EXHIBITS ON MARCH 30

TRAIN POPULAR

Draws Large Crowds Over Circuit and is Doing Lot of Good

The school board at its last meeting decided to allow all high school pupils who desire to do so to meet the "Cow, Sow and Hen" special demonstration train run by the Santa Fe and the A. & M. College of Texas, which will arrive in Hereford Friday morning, March 30, at 8:30 sharp and remain here about an hour and a half. The train will carry three cars of poultry, hog and dairy exhibits, together with a lecture car, and will be of great interest to the more mature students as well as to the farmers and their wives of this community.

Reports from up and down the line indicate great interest at all points visited by the train. Reports from Brownwood in Friday papers say:

"The farmers are busy with spring work in the territory visited by the Texas A. & M. College and the Santa Fe cow, sow and hen demonstration train this week. But the farmers have taken a day off and come to the meetings, bringing their wives and boys and girls. The oldest citizens are emphatic that this train attracted the largest crowds ever seen in their communities."

"The attendance and the attention given the talks of the experts from the college and the compact three car exhibit of milk cattle, hogs and poultry, indicates that the farmer and the business man is entering upon a new era in production."

"West Texas is passing out of the exclusive livestock period to an intelligent program of diversified farming. This includes the milk cow, the hog and poultry."

"The demonstration train comes to the Panhandle lines of the Santa Fe Railway at Sweetwater Thursday night. The train will make five stops on Friday, reaching Station at four o'clock. On Saturday the train stops at Lamesa, reaching Lubbock in the afternoon. On Monday the Seagraves and Crosbyton lines will be covered. Practically every station on the South Plains and the Panhandle will be visited in the ten day run, forty-six meetings being scheduled."

Dollar Wednesday Detail Explained For March 28th

Weather permitting, another big crowd is expected in Hereford Wednesday for Dollar Wednesday bargains.

In connection with this growing popular day the committee in charge has decided that on Wednesday, March 28, when prizes for the month will be distributed and the Auction Sale will be held, the Sale will start promptly at 1:30 p. m. and that the distribution of prizes will occur at 4:00 o'clock. The committee also suggests that a splendid way to save time for all will be for each contestant to list their ticket numbers on a card and have this in front of them as the numbers are called out.

Church of Christ Plans Series of Meetings For Fore Part Next Month

The members, together with the officers of the Church of Christ in Hereford, have decided to hold a series of meetings or a revival the fore part of next month. It is probable that they will secure the services of Evangelist O. E. Phillips, fiscal agent of Abilene Christian College, Abilene, Texas, to conduct this meeting. It will be remembered by the people of Hereford, that the Evangelist delivered a series of helpful sermons and lectures here last August, when he made a large circle of friends, who will be glad to hear of his returning in the near future.

Vega Editor and Party Here For a Brief Visit

Mr. and Mrs. Jop Owen and Mrs. E. G. Green of Vega, Texas, were in this city Monday on business. Mr. Owen is editor of the Vega Sentinel.

Easter Thoughts



The Hereford Brand

ISSUED TUESDAYS AND FRIDAYS

Beth B. Holman Walter R. Steckman
Holman & Steckman
Publishers

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

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Six months, \$1.50
Three months, \$1.00

No subscriptions accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

Frozen Courthouse Pipes In Saturday Blizzard Cause Heavy Damages

When the courthouse was opened for business Tuesday morning it was found that both the hot and cold water pipes in the firemen's bath room on the top northeast corner of the building had burst and that considerable damage from water had been done on the first and second floors. It is presumed that the pipes froze Saturday night during the blizzard and just thawed out good Monday. The grand jury room on the third floor and the county court room and Judge Megert's private office on the first floor were simply flooded inches deep in water and heavy damage will probably result to walls, ceilings, floors and furnishings.

There are no radiators on the top floor of the courthouse but this is the first time that pipes have frozen. The room has not been in use of late to any extent. The Saturday night storm came up with only a few minutes notice and was unusually severe. Saturday was a mild day and it is understood no heat was turned on in the courthouse in the afternoon.

Judge Megert stated Tuesday morning that in repairing the damage arrangements would be made to fix cut-offs in the basement so that in extremely cold weather hereafter there would be no danger of the recurrence of the trouble.

116,000 FORDS FOR FEBRUARY Shortest Month Brings New Sales Record

Acute Situation Certain as 6,000 Cars a Day Production Falls to Meet Demand

Detroit, Mich.—With 116,080 Ford cars sold at retail in February a new record for the shortest month in the year has been established. February sales exceeded those of January by more than 15,000 and marked the eleventh month in which Ford sales have topped the 100,000 line.

This sales record bears out predictions made at the opening of the year that an acute shortage in Ford cars is certain and this shortage is expected to be felt within the next two months with the increased volume of car buying which is always attendant upon the spring months.

Even the high production schedule set at the Ford Motor Company's factory here, which will reach 6,000 cars and trucks a day about April 1, will be unable to meet the apparent demand for Ford products.

Anticipating a great increase in the demand for Ford cars during the present year the factory here laid plans for increasing production to the 6,000 cars a day schedule and since January first had been constantly speeding up manufacture to reach this figure. Demand so far has been of such great proportions as to absorb nearly all production, and stocks in hands of dealers are at present the lowest they have been in months.

February sales of 116,080 cars were made in the face of unfavorable weather conditions in many sections of the country which tied up freight traffic and prevented many deliveries. This was particularly true throughout the Northwest, the northern tier of states and in New England. In California, too, cold weather during a part of the month had its effect upon car sales. Yet with even these unfavorable conditions, the February sales topped those of January by 15 percent and set a new high record for mid-winter selling.

With February the eleventh month in which Ford car sales have gone over the 100,000, the total for this period is close to 1,250,000 cars.

Peak car sales usually are reached during the summer months with drops in the fall and winter. This feature of automobile absorption by the buying public has been completely changed during the last few months through the activities of the Ford dealer organization which has raised the "peak" line to include every month in the year.

Babe and Baseball Again



Babe Ruth, symbol of baseball, is out of a sick bed and into swatting clothes again, soon to head our nation's pastime north for opening of the 1923 pennant chase. Col. Houston, N. Y. Yank owner, visited Babe at the New Orleans training camp, as shown here.



WYCHE

Fay Paddock attended the Christian Endeavor party in Hereford at Mrs. Henry Hastings Friday night.

Mr. and Mrs. Guy Edwards spent several days last week in the home of Mrs. Edwards' mother, Mrs. Mitchell, who lives 16 miles west of Hereford.

The little son of Mr. and Mrs. R. T. Nunn is quite ill with pneumonia.

Mr. and Mrs. D. Y. Edwards of Hereford visited in the home of Mr. Edwards' parents, Mr. and Mrs. A. E. Edwards Monday.

Miss Nell Wyche was a guest of Mrs. R. W. Hough last Thursday night.

C. J. Paddock made a business trip to Amarillo Thursday.

Miss Alberta Reed is living with her aunt and uncle, Mr. and Mrs. Leslie Robison.

Lee Mitchell has accepted a position in Amarillo and Mrs. Mitchell, who is with her parents, Mr. and Mrs. A. E. Edwards, expects to join him as soon as he is permanently located.

Mrs. C. B. High, who has been a guest of Mrs. Paddock, is now visiting in the home of Mr. and Mrs. Sid Brown, also in the Stemmans home in Castro County.

Miss Alberta Reed, who attends school in Hereford, returned to her home last Thursday on account of illness. She was able to attend school again Tuesday.

Messrs. R. W. Hough and Ed Mooney are hauling cake this week from Umbarger.

ARNEY—BLUE RIDGE

Mrs. Carey Derden visited with her mother Tuesday.

W. H. Dixon returned home Tuesday, after quite an extended stay in California. He has been in California since last December and traveling about for the betterment of his health.

Dr. Binnion was in Happy Monday.

A. W. Fortner returned to his home in Foard County Tuesday.

Mrs. S. J. Taylor and son, Lawrence, were shopping in Hereford Tuesday and transacting other business.

Mrs. Lep Hutson visited her friend, Mrs. Greenfield Wednesday.

Floyd Fortner made a business trip to Happy Monday.

W. H. Dixon was a guest at the home of his daughter, Mrs. Burks, Tuesday.

Mrs. Lee Hutson was in Nazareth Friday transacting some business.

A. E. Morris was in Happy Wednesday.

day transacting some very important business.

Silvina Wright, who lives at Happy, visited the Blue Ridge School Wednesday.

Miss Nellie Stuart spent the night Wednesday with her friend, Miss Opal Hutson.

Mr. and Mrs. Lee Hutson and daughter, Lora, spent the day Thursday with Mr. and Mrs. J. P. Hutson.

John Cole and his son, Roy, made a business trip to Tulsa Friday morning.

Mr. and Mrs. John Lemons and daughter, Geneva visited Mrs. Lemons' parents, Mr. and Mrs. John Cole, last week. During their visit Mrs. Lemons became very ill, but she is reported better at this date. Her many friends wish for her a speedy recovery and she will be up and around again soon.

Mr. and Mrs. Scott Crum spent the day Sunday with Mr. and Mrs. M. A. Brooks.

SPRING LAKE

March's lion has been roaring fiercely of late and we are beginning to think that the lamb has been devoured by him. The strongest north wind of the season struck here about 8 o'clock Saturday evening and continued on thru Sunday.

Rev. H. S. Mackenzie went to Hurley Saturday. He filled his regular appointment there Sunday morning.

Jesus West spent Saturday night in Muleshoe.

Mr. and Mrs. Earl Gehres and Ray Gehres spent the week end in Plainview.

The Bible study was quite well attended Wednesday evening. A series of studies on the book of Revelation has just been begun and those attending find it extremely interesting and helpful. Everyone is urged to attend these studies.

The young people have begun rehearsing a play which will probably be given to the public in the near future.

Mrs. Kirby Nash and little daughter, Betty Louise, of Plainview are spending a few days with Mr. and Mrs. M. Dotson.

COAL

We appreciate the splendid volume of business in coal that we have had and we will try to continue to serve you acceptably, but some of our appreciated customers think that we are selling coal on credit. Such is not the case as we are selling on too low a margin to make it possible to stay in business and sell on credit.

Coal is a spot cash article and we are compelled to pay for it before we can unload same. Please help us to stay in the coal business by paying promptly. Thank you.

Hereford Light & Power Co.

"Your electrical servants"
Phone 388

De Laval Makers are Separator Specialists

The De Laval Company has specialized in the making of separators alone for nearly forty years. Their factories are the best in the world and are devoted to this single purpose. Other separators are usually made as an adjunct to some other line of manufacture of a much inferior mechanical quality.

The inexperienced buyer of a cream separator may well benefit by the experience of others. Almost every user having had experience with different machines is now a De Laval user. Few buyers of a second machine risk anything else. More than 40,000 users of other makes of separators replaced their machines with De Laval's during the past year alone.

Buyers May Well Profit by Others Experience

Fifteen years ago there were a dozen makes of power or creamery separators in use. Today 98 per cent of the separators in the world's creameries and commercial cream plants are De Laval machines.

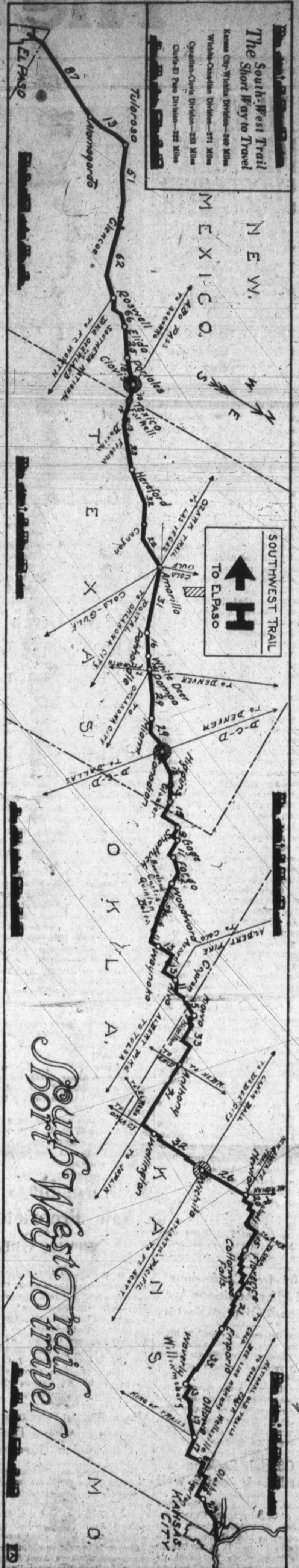
This great object lesson should appeal to every buyer of a small machine. The difference in results is relatively the same with a small machine as a large one. They are simply not always as self-evident to the small user.

The cream separator either saves or wastes every time it is used, twice a day every day in the year.

C. O. Lee Hardware



HINES & O'BRIEN
Hereford, Texas



Jones-Barnett Agency

Successors to T. K. Wilson

The same old Agency at the same old place, next door to the Post Office.

The same Agency that has paid every fire loss Hereford ever had.

ESTABLISHED 1898—A FIXTURE Here Yesterday, Today and Tomorrow

COTTON LIST!

STILL GROWING!

The cotton acreage list for this community, subscribed in the effort to secure a gin, has been revised to date and sub-divided by counties. Some of the owners do not live in the counties listed, but their land is there, if no error has been made. Any corrections to the list should be called to the attention of the Chamber of Commerce at once.

The more acreage secured the easier it will be to secure that gin. A lot of people have been heard to declare that they intend to plant some cotton but won't list it. If everybody took that point of view there would be no gin here in 1923.

Kick in—put in your acreage if you intend to plant any—and help the cause along.

Deaf Smith County

Sears & Powell	400
J. L. Bain	200
Kelly Gray	200
G. W. Wilson	100
H. K. Bruner	100
J. L. Fuqua	100
Claude Huribut	50
J. H. Wagner	50
J. L. Hoffman	50
O. G. Hill	50
Samp Van Zandt	50
T. T. McBernett	40
C. P. Caldwell and son	240
Jess Beavers	30
H. M. Smith	25
J. E. Hill	25
J. David Thompson	25
John Cunningham	25
B. J. McCaskey	25
A. A. Walker	25
S. D. Blackwell	25
Glen Greer	25
W. A. Calloway	25
W. R. Harrison	25
A. S. Higgins	20
Hughes Bros.	20
J. J. Clayton	15
Raleigh Hough	15
E. B. Posey	15
J. A. McGowan	15
G. O. Chandler	10
C. E. Gatlin	15
O. L. Sharp	15
F. J. Eberle	14
Robert Elliott	30
R. W. Shafer	25
T. W. Galloway	100
Carpenter & Longwith	75
Herschel Clymer	15
W. F. Karr	20
J. M. Chapman	25
R. E. Grimes	50
A. R. Groves	100
Fred E. Cox	50
Total	2,564

Castro County

I. S. Hamilton	50
Frank Cooper	50
Milton Hardy	50
B. W. Dean	45
Emmett Barton	35
Posey Cunningham	35
E. R. Rothwell	30
O. E. Easley	25
J. L. Henson	25
R. L. Knox	25
T. E. Baker	25
E. B. Wright	20
A. C. Barton	15
W. W. Phipps	15
O. C. Axtell	15
J. F. Hacker	15
U. G. Randall	10
Rayford Ricketts	10
D. H. Allmon	50
M. L. Simpson	50
Total	505

Farmer County

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

Total 3,469

FOR SALE—Several dozen White Leghorn hens, young stock, from the best laying strain. Phone 318-F23. Mrs. J. M. Kimmons. 17-2t

FOR SALE—Bald kafir, with some grain. Will sell black percheron stallion, broke to work, colts to show; 9 miles northeast of Hereford. 17-2t-Pd Ray Hershey.

FOR SALE—\$3.00 per hundred for Rhode Island Red eggs, from full-blood and high grade hens, mated to full-blood roosters. This flock has the run of the place which will insure vigor to the young chicks. Phone 374-F11. 17-2t-Pd J. F. Ward.

FOR SALE—New model M Sampson tractor; never been used; will sell at a bargain. See S. F. Dove at Hereford Garage. 17-2t-Pd

Land to Farm

I have 100 acres, 7 miles north, will give all crop in 1923, for building a mile of fence. 17-2t-Pd C. H. Dyer.

FOR SALE—Dahlia Bulbs, 75c per dozen. Phone 286. 14-3t Mrs. M. B. Daniel.

FOR SALE—Good furniture; new dining table, good chairs, dining table, etc. Phone 91. See J. B. Elliston. 14-1t

Bulbs and Flowers

FOR SALE—Bulbs and flowers—gladiolas, dahlias, and cannas. Have agency for the Clovis Floral Co. Phone 380. 16-3t Mrs. Dr. F. E. Bowe

FOR SALE—S. C. Rhode Island Red eggs, \$1.00 per 15, or \$5.00 per 100. Mrs. Earl Gilliam, South Hereford. 14-4t-Pd

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

FOR SALE—A good milk cow, giving 5 gallons milk; will sell cheap; also have a large male hog, Duroc, will sell cheap. 14-8t-Pd Arthur E. Halberg.

FOR SALE—Eggs for hatching, from Light Barred Rock Pen, headed by blue ribbon cockerel; 75c sitting; or \$3.00 per 100. Orville Grant. 14-4t-Pd

Hatching Eggs

FOR SALE—Eggs from S. C. R. I. Reds Pen. Per setting \$1.50; Flock, \$1.00; or \$5.00 per 100. Best Reds we have ever owned. Phone 57. 14-4t-Pd W. R. Beedle.

SALE—ARMY SHOES—SALE

We have just bought a tremendous stock of Army Munson last shoes to be sold to the public direct. Price \$2.75. These shoes are 100 percent solid leather with heavy double soles sewed and nailed. The uppers are of heavy tan

chrome leather with bellows tongue, thereby making them waterproof. These shoes are selling very fast and we advise you to order at once to insure your order being filled.

The sizes are 6 to 11 all widths; Pay Postman on receipt of goods or send money order. Money refunded if shoes are not satisfactory.

THE U. S. STORES CO., 13-1t 1441 Broadway, New York City

FOR SALE—1 Grey Percheron Stallion, 8 years old, wt. 2000 lbs. Will show as good colts as there are in the Panhandle. Price \$650.00, some cash, balance trade for good mules. 14-4t-Pd H. H. Harrod, Claude, Texas.

Sudan Seed

FOR SALE—Sudan Seed, free from Johnson grass. 11c per pound. Phone 348-F32. F. D. Perkins 14-4t-Pd

FOR SALE—New Eclipse 16 ft. wheel and fan, also Titan tractor and plows. Also barley seed for sale. Phone 78. Mrs. G. R. Ward.

FOR SALE—Pure bred dark Barred Rock hatching eggs at \$1.00 a setting; \$3.00 per hundred. Fertility guaranteed, vigorous stock, well bred for type and utility. Pen eggs from extra fine stock direct from D. F. Palmer, Yorkville, Ill., strain at \$5.00 per setting. 13-8t Fred H. Galle, Dimmitt, Texas

TRADE—Will trade land near Clovis for Hereford city property or land near Hereford. Phone 382. P. O. Box 711. 15-4t

I buy and sell second hand shoes. Let me repair your shoes at a live and let live price. Hagar's Shoe Shop.

LOST AND FOUND
LOST—A package was taken from my store by mistake; package contained pair of trousers wrapped in Newell wrapping paper. C. A. Skelton. 17-1t

LOST—A bay mare; think she strayed away toward the southwest. Finder please notify Sisters of the Atonement, residence on North 25 Mile Ave. Herward. Phone 21. 17-1t

FOR RENT
FOR RENT—Improved 1/2 section, 6 miles from Hereford; 220 acres in cultivation, balance good pasture. Fine of see me. H. H. Boardman. 17-4t

Pasture to Lease
LEASE—Pasture to lease, known as Sixshooter Pasture, in New Mexico. Will carry run 1500, divided in 3 pas-

tures. Will lease or take stock by the head. Have had lots of rain lately. If interested, write me Box 884, Lubbock, Texas. 16-4t-Pd

FOR RENT—Light housekeeping rooms furnished or unfurnished. Phone 42. Mrs. E. V. Allen east of Central School building. 17-1t

FOR RENT—One section of good grass land, 12 miles of Hereford. \$100 cash in advance. Write Mrs. A. B. Best, R. No. 6, Hutchinson, Kans. 17-3t

WANTED
WANTED—Someone to farm about 150 acres land, second year crop, land in the shape of 5 miles from town. Must have teams and tools to do work right. Enquire at Brand office. 17-1t

Mrs. B. F. Guthrie Leaves On Visit to Home Folks

Mrs. B. F. Guthrie left Hereford for Kansas City to visit in the home of her sister, Mrs. Henry Heid. Mrs. Guthrie will also visit her parents and other relatives in Princeton, Mo., before returning home.

Hoaxed Doctors With Hot Water Bottle



Evelyn Lyons, of Escanaba, Mich., startled the medical world with a temperature of 114 to 120 degrees. When exposed she admitted placing the thermometer against a concealed hot water bottle.

USED CARS

Fordson Tractor	\$275.00
Three Disc Plow	95.00
Tandem Harrow	75.00
Ford Delivery Body	75.00
Ford Touring, Starter, 1922	395.00
Ford Touring, Starter, 1920	250.00
Chevrolet Touring	135.00
Buick Touring	125.00
Ford Touring	115.00

Wilkinson Motor Co.

Old Friend of John McLean's Pays Him Visit

Frank A. White, an old friend of John McLean, was in this city between trains Tuesday morning. Mr. White is claim agent for the Fort Worth and Denver at Ft. Worth. Messrs. White, McLean and Roy Stocking of Plainview were old pals at Claremont years ago.

R. C. Neely Imports Fine White Wyandotte Cockerel

R. C. Neely of Castro county received a beautiful specimen of White Wyandotte cockerel by express Monday morning.

Mr. Neely is developing into quite a poultry enthusiast and has been experimenting rather extensively with the capon markets this year.

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

Ninety-nine persons were killed in automobiles at railroad crossings in Texas during the months of September, October, November, 1922, according to the figures of the State Railroad Commission.

A concurrent resolution was passed recently by the Texas House of Representatives urging the recognition of the Mexican Government as administered by President Obregon.

Good Printing at the Brand

Flowers

CUNNINGHAM FLOWER SHOP

Phone orders to Mrs. F. E. Oberstler, Phone 298

Abstracts and Loans

J. Frank Potts

Maps, Deaf Smith Co.—50c.



"It Looks Like New"

said Mrs. Jones, "and the neighbors wouldn't believe that it was really an old dress that I had cleaned. You could have done the same thing, John, to an old suit of yours instead of buying that new one you have on."

"This isn't a new suit," laughed her husband, "It's the one I bought last year, but I had it cleaned at

C. P. Ringer's DRY CLEANING

A Good Rain

HAS HELPED ALL OUR FEELINGS

We are helping our Farm Customers who are planting and seeding. Our mission is to serve.

First National Bank

Hardware

Our business is to sell it, and we are selling it at a price you can afford to pay

Dunlap Hardware Company

Classified Advertising

Want Ads, Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc. RATES: classified, first insertion, 1c per word; minimum 25c; subsequent insertions, 1-2 cent per word; minimum 25c. CASH WITH ORDER.

FOR SALE

FOR SALE—Good clean seed oats for sale. Phone 303. Fred Millard. 14-1t

Bee Comb Reds

Eggs from selected layers and prize winners. Pen one, \$1.50; utility \$1.00. Phone 30 N. C. Vogele. 16-1t

The Bank

As an interested party in everything that is vital to your success, has also its own interests at heart. Our success comes only as success comes to you. Better co-operation between this bank and its depositors is earnestly sought, and the utmost in service extended to each and every customer.

FIRST STATE BANK & TRUST CO.

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

Local Happenings

G. W. Cottrell went to Amarillo Tuesday morning.

Ed Connell made a business trip to Amarillo Tuesday.

Jno. P. Sinton left Hereford for Dallas Monday morning.

Lee Hardy made a business trip to Friona Monday morning.

J. E. Hill made a business trip to Amarillo Monday morning.

J. R. Sowell of Floydada, Texas reached Hereford Tuesday morning.

Rev. and Mrs. G. R. Fort of Dmilt were in this city Saturday morning.

Misses Mattie and Seta Mae Mounts returned to Canyon Tuesday morning.

Mr. and Mrs. J. E. Beyer went to Mooreland, Oklahoma on business Saturday.

E. V. Allen returned home from a business trip to California Saturday morning.

The U. D. C. Chapter will have a bonnet, apron and bake sale at E. B. Black's Furniture Store, March 31, 1923.

Mrs. C. H. Fallwell and two sons of Bellview, N. M., reached Hereford Monday morning.

Dubbs Pitman returned to Clovis Monday morning, after spending several days in this city.

S. R. Cresap reached Hereford the latter part of last week from a business trip to Tucuman, N. M.

W. M. Thompson returned to his home in Vernon Saturday morning, after spending the week in Hereford.

Miss Pauline Garton and brother, Irvin, spent Sunday in the home of their grandmother, Mrs. J. A. Stegall.

Notice

Dr. Florence B. Miller has returned from Florida where she spent the winter and is now ready to take up her professional work. Residence Office, Phone 150. 16-18-20-22

Miss Thelma Ogelsby returned to her home in Amarillo Tuesday morning, after a visit in the home of her sister, Mrs. Geo. Muse.

The families of Ellis M. Barnett and Silas Hart of Canyon spent Saturday in Hereford. Messrs. Hart and Barnett are students at W. T. S. N. C.

Misses Lois Nelson and Gertrude Perriman of Clovis spent a short time in Hereford Saturday morning visiting Mrs. N. E. Gass and Geo. McCurry.

Mrs. Tillman Olson left Hereford Monday morning to join her husband at Marshalltown, Iowa. The Olsons will make their home in Iowa for the present.

Easter Flowers

Place orders early, with Mrs. Edgar Johnson, representing Clovis Floral Co. Carnations, \$2.00 per doz.; Sweet Peas, \$3.00 per 100. Call Mrs. Johnson for prices on other cut flowers and pot plants. Phone 95. 14-5t

J. L. McGhee and family reached Hereford Tuesday morning from Marysville, Tenn. Mr. McGhee is a brother of C. M. McGhee, formerly of this city.

Fishermen. Notice

On and after this date fishermen, hunters and campers will not be allowed on my Springvale Farm on the Tierra Blanca. I regret this but find it necessary to stop deprecations on my property. T. C. Ivey. 17-3t

Mrs. Ernest Betts called By Illness of Her Mother

Mrs. Ernest Betts was called to White Deer, Texas, by the serious illness of her mother, Mrs. J. A. Tate. Mrs. Betts left for White Deer Tuesday morning.

Miss Smith Entertains

Last Friday evening, Miss Billie Smith entertained her Domestic Art Class at the home of Mr. and Mrs. Fayie Walser.

The rooms were decorated in the class colors, pink and white.

Progressive games were played during the evening, and at a late hour dainty refreshments were served to the following: Misses Kari and Gunhild Ness, Eva Noland, Zella May Walser, Leatras Walser, Annie Lance, Dorothy Harris, Theresa Huckert, Caudle and Benlah Roberson, Ragnhild Ness, Slaton and Smith; Messrs. Jack Bolander, Charlie and Mack Noland, Joe Story, Bernard and Charlie Roberson, Bill Stanley, Ray and Elton Johnson, Loys Lookingbill, Jess Laughlin, John Ness, Wayne Roberson, S. L. Walser, J. A. Noland, and Mesdames Walser and DeShazo.

W. E. Goodwine, Old Time Friona Resident, is Dead

Information was received here Monday of the death at Friona during the day of W. E. Goodwine, an old time resident of that community. Funeral services were set for Tuesday afternoon.

Mr. Goodwine is well known in Hereford and his passing is a cause of sorrow to many friends and acquaintances all over this section of the Plains.

The Brand's Friona correspondent sent in the following Tuesday morning:

The death of W. E. Goodwine occurred at his home south of town at 12:45 this afternoon. Mr. Goodwine is one of the pioneer citizens of this locality and one of our most public spirited citizens and his life and influence will be a great loss to the community. A more extended account of his life will be given in the next issue of the Brand.

Albert R. Groves Marries Miss Ruby Sims of Rosebud

Uncle Henry Wilson, Justice of the Peace, performed a marriage ceremony last Saturday afternoon at 2:35 o'clock which united Albert R. Groves and Miss Ruby M. Sims.

Mr. Groves has just moved here from Lubbock county and Miss Sims is from Rosebud, Texas. The couple will occupy the old W. H. Gilbreath ranch, west of Hereford. The groom started the new combination with the purchase of fifty bushels of Acala seed and will put in quite a cotton acreage this season.

Mrs. Gus Barrett, a Bride Of Three Months, is Dead

Mrs. Gus Barrett, age 18, passed away Monday evening after a lingering illness. Mrs. Barrett was formerly Miss Dora Roberts, daughter of Mr. and Mrs. E. A. Roberts of North Hereford. Mr. Barrett and Miss Roberts were united in marriage only three months ago. The funeral services were held at the Presbyterian church Tuesday afternoon, Rev. J. B. Sharp officiating. The remains were laid to rest in the City Cemetery.

John Purcell Sells Pair Fine Breeding Animals

John Purcell shipped a fine white-face herd bull to A. B. Sams of Benjamin, Texas, Saturday morning. Mr. Purcell also sold another male to Henry Hobbs of Wichita Falls, Texas, the latter part of last week. The animal was shipped to the Hobbs ranch at Texline, Texas.

C. E. Smith's Mother Dies At Home, Nashville, Tenn.

C. E. Smith was called to Nashville, Tenn., Tuesday morning by the death of his mother, Mrs. W. H. Smith. Mrs. Smith was past seventy-five years old. She visited her son and family in Hereford about twelve years ago. Mrs. Smith passed away last Sunday.

C. L. Roberts, an Eastland Man, is Here Prospecting

C. L. Roberts of Eastland, Texas, is in Hereford this week on a prospecting trip. Mr. Roberts has been with the American Express Company but is figuring on establishing a small business of some sort in this part of the country.

Real Blizzard, With Whiskers, Saturday Night

One of the quickest, coldest, meanest "Texas northers" ever before experienced in this country struck here about dusk Saturday night. A small, turbulent-looking cloud first appeared in the northeast. It grew with astonishing rapidity, spread over the heavens in record time, and could be seen literally "rolling" toward town several minutes ahead of the actual wind.

It struck with a howl and deluged everything with sand and dust. It was cold, too, and in a few minutes the mercury dropped down to close to the bottom. All night it roared and screamed. The temperature was just a few degrees above zero Sunday morning, and while the strength of the wind had diminished somewhat, it was Sunday afternoon before it died out entirely.

Only the tight houses in Hereford escaped frozen pipes and flowers, while even the tightest ones reported some dust and sand sifted through. It was a "bear cat" and there is a fervent local prayer going up that it will be the last of the kind for many years to come.

Burkburnett Man Owner Of Quarter Section Here

C. E. Still of Burkburnett, Texas left Hereford Monday morning for his home. Mr. Still, while here, made a trade or a quarter section west of this city for his city property in Burkburnett. He will improve his farm this spring.

Mrs. Dr. Gabbert Attends Ladies Auxiliary Meeting

Mrs. W. F. Gabbert went to Amarillo Tuesday morning to attend the meeting of the Ladies Auxiliary of the Panhandle Medical Meet. The ladies' convention will hold session Tuesday and Wednesday.

Odd Fellow and Rebekah Delegates to Grand Lodge

W. S. Williams left Saturday for Fort Worth as a representative of the local I. O. O. F. Lodge at the Texas Grand Lodge meeting. He will return on March 23 in ample time to take care of his part of the drawing and auction sale on Dollar Wednesday, March 28.

Mrs. Harry Whitechurch accompanied Mr. Williams as a representative of the local lodge to the Grand Lodge meeting of the Rebekahs to be held in Ft. Worth at the same time.

Mrs. Ezra Norton Enjoys Visit From Her Sisters

Miss Alma Norton and Mrs. D. H. Hutchens, and little daughter, Miss Helen, motored thru to Hereford Friday evening, from their home in Artesia, N. Mex., and visited in the home of Mr. and Mrs. Ezra Norton and other relatives and friends until Sunday evening. Miss Norton and Mrs. Hutchens make their home with their father, R. Norton, formerly of this city.

Irrigation Farmers Will Hold Meeting Friday Night

A second meeting of the irrigators of the Hereford shallow water belt has been called for next Friday night, beginning at 8:00 p. m., in the county court room. At the first meeting a couple of week ago preliminary plans were laid for the coming season and a larger attendance and more advanced plan of action is hoped for at this second meeting.

"Doughboy Special" Here Advertising for Amarillo

"The Doughboy Special," a jitney camouflaged to represent one of the famous French box cars of war times, reached Hereford Tuesday morning piloted by S. W. Nickerson and Royce Gant of Amarillo. The car is sent out to advertise the opening exercises of the Amarillo Coliseum, April 3-4-5.

Mrs. Myra Parks Goes to Reward Monday Afternoon

Mrs. Myra Parks passed away Monday evening at about 6 o'clock. Mrs. Parks has been in bad health for several years. She is survived by two daughters, one living in Ft. Worth, who is expected here Wednesday morning. The funeral services will probably be held Wednesday afternoon.

Slight Hope for Recovery Of Mother of D. C. Laird

Mrs. D. C. Laird received a wire from her husband Tuesday morning, dated at Kilgore, Texas, stating that Mr. Laird's mother, Mrs. V. J. Joyner, is very low, paralyzed on the left side, and with practically no hope of recovery.

Uncle John's Job



Safety, Satisfaction and Service

SAFETY, through having served the community for twenty years, and being under the supervision of the Federal Government and a MEMBER OF THE FEDERAL RESERVE SYSTEM.

SATISFACTION, through having been of service to many people of this community. And We endeavor to render satisfactory service at all times.

SERVICE, As our patrons prosper so we prosper. We shall be glad to discuss your business problem with you at any time and render such service as will mean the upbuilding of your business and OURS.

The Western National Bank

WILL APPRECIATE YOUR BUSINESS

Oils and Casings

I have a **CAR OF MOTOR OILS** just arrived, and to introduce this oil will *Clean Your Crank Case and Fill Your Car with this oil for 75 cents a gallon for a limited time.*

DID YOU KNOW

that the material in Casings is costing 300 percent more today than last year? If you are going to need any casings or tubes, we recommend that you buy now before they go up. I have the largest stock of casings and tubes I have ever had.

W. C. Fallwell

A. L. BIGGS, Insurance

Dependable Service

Your INSURANCE BUSINESS APPRECIATED and PROTECTED.

Phone 50 Theatre Bldg.

Frank Sez!

We gotta hev uh litt' snap in this yere ad-bizness, so tho the weather condishuns ain't favorable to brane work I gotta perduce regyardless. Aw Shux! Kum aroun an I'll jest tell you the advandagez of tradin' with us!—"Er Phone 81."

Gyles Grocery

What Would Spring Be Without a Buick!

The Buick Six Sport Touring provides that added measure of enjoyment which comes from driving a car of which you can be really proud.

Its dashing color and appointments have a distinctive originality which mark it everywhere.

And it is as good as it is beautiful for Buick builds it. The world knows what that means!

Fours		Sixes		
2 Pass. Roadster	\$865	2 Pass. Roadster	\$1175	
3 Pass. Touring	825	5 Pass. Touring	1195	
3 Pass. Coupe	1175	7 Pass. Coupe	1895	
5 Pass. Sedan	1295	5 Pass. Touring	7 Pass. Sedan	2195
5 Pass. Touring Sedan	1325	Sedan	1935	
Sport Roadster	1025	5 Pass. Sedan	1985	
		Sport Touring	1675	

Prices f. o. b. Buick Factories; government tax to be added. Ask about the G. M. A. C. Purchase Plan, which provides for Deferred Payments.

D-15-34-NP

RENFRO & SONS

Hereford, Texas

When better automobiles are built, Buick will build them

Chicks to Broilers in Less Time

JUST think what it means to make your chicks grow twice as fast during the first six weeks! It's the running start that puts broilers on the market or on your table fully a month earlier.

Double Development Guaranteed!

Purina Chows fed as directed are guaranteed to make chicks grow twice as fast during the first six weeks, as a grain feed only, or your money will be refunded.

Feed Purina Chows

Place your order today, knowing that you will get results or money back.

JONES & McLEAN

Phone 1

PUBLIC SALE

I will sell at public auction, on my irrigation farm just east of the stock pens, on Tuesday, March 27, farm implements, teams, etc.

In this general farm sale, I will offer some very fine teams. A complete list will appear in the next issue (Friday) of The Hereford Brand.

G. W. Brumley