

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

33RD. YEAR, NO. 74

HEREFORD, DEAF SMITH COUNTY, TEXAS, OCTOBER 2, 1923

Hitch Up the Old Lizzie and Drive on to Lubbock!

BAND WILL PLAY AT SOUTH PLAINS FAIR ON THURSDAY: OUR EXHIBIT IS THERE NOW

POPULAR DEMAND THAT COUNTY'S EXHIBITS BE SHOWN THERE SO STRONG THAT IT WAS DECIDED TO SEND IT ACROSS

MUDDY ROADS BLOCKED THE TRUCK

And Stuff Had to be Forwarded by Local Freight.—New Fruit and Vegetable Exhibits Sent by Express Tuesday.—If You Can, Join the Bunch Thursday

Following the automobile pilgrimage to Amarillo last Thursday, when Hereford's cotton was stamped on the map in vivid red ink, the board of directors of the Chamber of Commerce decided that, all things considered, it would be best not to attempt to send the agricultural exhibit to the Lubbock Fair.

Immediately, however, protests began to pour in from the enthusiastic citizens who saw the possibilities of such an exhibit from an advertising standpoint. The united work of Thursday had started a snowball that grew in dimensions and velocity as it rolled on. They simply would not be denied. Best of all they promised the needed financial support and finally the board yielded and hung up the battle sign of "On to Lubbock!"

President McDonald and Burl Elliott went to Amarillo Saturday night and there loaded the exhibit into the big Conell truck. Meanwhile a booth at Lubbock was secured by phone and the truck started with the exhibit Sunday. The heavy rain that night mired the truck at Happy, however, and on Tuesday it was necessary to ship the stuff by local freight to Lubbock. J. B. Elliott and Ed Shore went to Lubbock Monday to put the exhibit in shape and while the booth will be delayed in opening, owing to all this trouble, it will be ready for visitors by Thursday at the latest. The Lubbock Fair opened Wednesday of this week and lasts through Saturday.

Band Goes Thursday
No effort will be made to take a large delegation to Lubbock, owing to the distance and condition of the roads, but all who will and have the pep and determination are invited to take their early morning coffee by electric light or lamp light Thursday morning and join the cavalcade of eight or ten big cars that will leave with the Hereford Band about daylight. The more the merrier. The band will not enter into the band contests at Lubbock, owing to the fact that the entrants are confined to junior bands that have been organized one year or less. However, the Hereford Band will endeavor to entertain the crowds and aid the boosters in telling the world that cotton DOES grow at Hereford, and that it MATURES here, too.

A good shipment of fresh fruits and vegetables as rusted up Monday afternoon by a special committee composed of Ralph Barnett, chairman, E. S. Ireland, C. H. Dyar, D. F. Ashbrook, J. E. Bray and Homer Wilkerson, and shipped to Lubbock by express Tuesday morning.

Lubbock has a big military Sham Battle on the program for Thursday of this week, which promises to be the big day at the Fair. There are lots of attractions promised and a big crowd is certain. Every resident of Hereford and vicinity who possibly can is urged to hit the trail Thursday morning and aid in telling 'em about Hereford, the Cotton Center of the Plains!

Mr. and Mrs. G. E. Shepard Return From Vacation

Mr. and Mrs. George E. Shepard returned Sunday from a month's vacation trip to points in Colorado and Nebraska where they visited relatives and friends. They made the journey by rail. Mr. Shepard says it rained almost continually while he was away.

T. T. McDermott Returns For a Business Visit

T. T. McDermott of Crosbyton, Texas, is in Hereford transacting business and visiting in the home of relatives, Mr. and Mrs. R. H. Womack. Mr. McDermott said Deaf Smith county had everything beat down in his country for cotton and row crops. Mr. McDermott still calls Hereford his home and is looking forward to the time when he can get located in or near Hereford.

Mrs. Guthrie's Poem Winner at Amarillo Fair

Individuals from this county participating in the blue ribbon winnings at the Tri-State Fair at Amarillo last week in a most gratifying way: The Rev. Paul J. Merrill took first prize for musical composition, while the Amarillo News has the following to say about the poem by Mrs. Guthrie, also reproduced here, which was awarded first premium:

"The many friends of Mrs. B. F. Guthrie of Hereford will be interested in her success in capturing the first prize for the best poem in the literary department of the Tri-State Fair. Mrs. Guthrie is a member of the Amarillo Chapter of the national P. E. O. Society and is also a member of the Panhandle Pen Women.

"Pleasure is sweet, but pain is our teacher. At rare times the beautiful poem 'Homesickness' was written Mrs. Guthrie was prostrated upon a sick bed in a sanitarium and there seems to have crept a note of weariness in the first part of the poem, while towards the last a wift of breeze from the broad, unbroken wastes, with a breath of warm, wild grass and like a call back to life her spirit yearns for the old haunts and she turns her face once more towards the battle with its mingling tears and laughter."

HOMESICKNESS

We fled together life and I,
Down a deep shaded lane;
We drank its depths of tranquil calm
As the dry earth, the rain.

For we were tired—life and I,
Blinded by burning sun;
Storm driven over desert sands
With noonday scarce begun.

We trod cool grasses—life and I,
Where in their waves there met
The fragrance of the wind flower's
breath,
And the white violet.

Then sank enraptured—life and I,
Into the shadowy mist;
Our senses laved in ecstasy—
Dream-elves our eyelids kissed.

Slow, drifting downward—life and I,
We caught a sudden breeze
Blown from the sun-scorched desert,
Sage scents and cactus rees.

Then quick we answered—life and I,
These sirens of the waste;
Eager to drink the dregs again,
Eager the cup to taste.

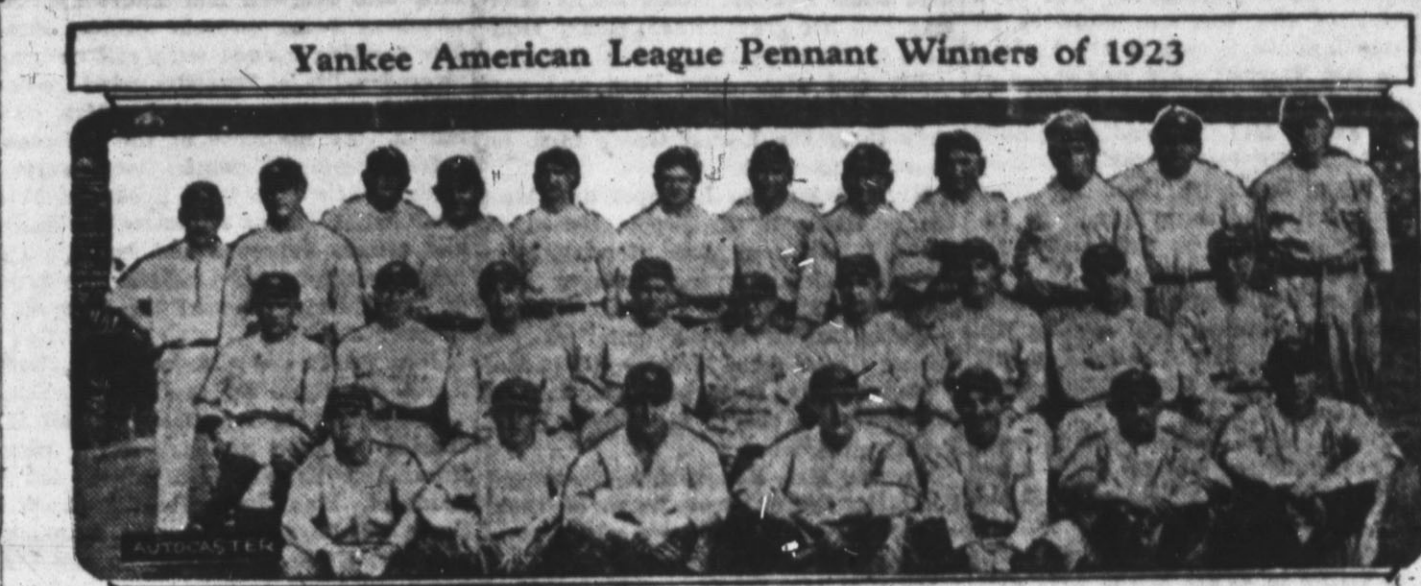
Carl Gilliland Moves Offices to State Bank

Attorney Carl Gilliland has moved his office to the rooms in the rear of the First State Bank & Trust Co., which bank he represents and where he will be in closer touch with the affairs of that institution. Mr. Gilliland's new business abode is comfortable and well arranged, and he is much pleased with the general convenience it affords him.

Ashbrook & Wilson New Firm Just Established

A new business combination has been formed here, according to announcement made in the advertising columns of this issue of the Brand. Two well known hustlers, D. F. Ashbrook and T. K. Wilson, have joined forces and announce the formation of a partnership to handle real estate, rents and insurance.

Both of these gentlemen have been in this general line of business here for years, at one time or another, and the ability of both is so well known that comment upon their venture is unnecessary.



For the third consecutive year Miller Huggins has piloted the N. Y. Americans to a pennant and the right to play in the World Series. This is a new picture of the 1923 players.

Cal Farley, Champion Wrestler, Headliner Big Firemen's Fracas, Stock Pavilion on Friday Night

The Hereford Firemen announce another big Fracas for next Friday night, at the Stock Pavilion, beginning at 8:00 o'clock. Arrangements have been completed for one of the fastest and most interesting programs ever offered here.

The headliner on the program will be a wrestling match between Cal Farley champion heavyweight of the southwest, who has headquarters at Amarillo, and Jack Hudson, a grappler from Illinois. Both these men have reputa-

tions as clean, aggressive workmen and should furnish a match full of thrills. The main boxing go will bring together Big Roy Williams of Hereford and J. E. Raney of Roswell, N. M. These fellows are 210 pounders and are said to be well matched in size, science and endurance.

Besides these attractions there will be a number of other preliminary matches, probably band music and a general good time guaranteed. Tickets are on sale at the Clark Drug Store.

Harrison Bought Champion Boar at Tri-State Fair

The Harrison-Turrentine Duroc Jersey herd of great hogs in this county received another worthy addition last week when E. W. Harrison announced the purchase of the Grand Champion boar of this breed at the Amarillo Fair. This boar is about three years old and was purchased from Earl & Bixler of Oklahoma. This makes two Grand Champion boars in this county.

Mr. Harrison is steadily building up one of the greatest Red herds in the business and will be heard from soon in the show rings of the southwest.

Music Study Club Holds First Meeting New Year

The Music Study Club met Monday for the first time in the Club's year at the home of Mrs. H. H. Hawkins. The hostesses were Mesdames J. H. Pittman, G. A. F. Parker, H. H. Hawkins, C. J. Mounitz, Alvin Thompson, Cliff Estes and Miss Mattie Swisher. A lunch was served about the noon hour and the afternoon was taken up with the regular routine of business. The next meeting will be at the home of Mrs. Homer Wilkinson and Mesdames Wilkinson and W. R. Steckman will be hostesses. An interesting program will be rendered.

Ott Bros. Make Fine Showing at Tri-State Fair

Ott Bros., Poland China hog breeders, who live fourteen miles southeast, made a cleaning at the Tri-State Fair last week with the entries of big boned hogs. They captured first for senior boar pig, and junior and grand champion boar, second junior yearling boar, first young herd, second breeders young herd, second on get of sire, and second on produce of dam.

Mr. Ott said that it was the first time on record where a senior boar pig was made Junior and Grand Champion boar of a show above the age class. There was keen competition, too, in the hog department, with over 100 entries in Poland China classes, and this remarkable outcome certainly shows the class of stuff Ott Bros. are producing here. The hog business is profitable where it is handled right, with the right kind of foundation stock, and there are a number of breeders in this vicinity who are following the way and gradually building up herds that rebound to the profit of their owners and to fame of this section as a hog country.

Mr. Ott stated that they would hold a winter sale in January or February in Hereford.

Get Busy Quick and Make You'll Avoid all This!

"Creston, Ill., 9-24-23"
"Brand Publishing Co.,
Hereford, Texas.

"Dear Sirs:
"My subscription expired September 7, please find enclosed enough of the filthy lucre to pay for two dollars worth of the dear old sheet. "A neighbor of mine, whose name is Henry Hazard (a brother of Hap Hazard) failed to pay his subscription, preferring to borrow his neighbor's paper, and had the following things happen to him:

"He told his young son to go and get his neighbor's paper, and hurry back. The boy cut across the garden to shorten the distance and in his haste failed to notice a hive of bees, which he ran against and tipped over; and in less than a minute his head was like a warty summer squash. Hearing his cries his father ran excitedly into a barbed-wire fence, breaking it down and tearing a handful of flesh from his anatomy, and ruining a \$10.00 suit of mail order clothes. The wife, who was churning, heard the noise and, in getting up, tipped over a churn full of cream into a basket of kittens, drowning the whole bunch. In her haste she dropped a \$7.00 set of false teeth and they broke in four pieces. The baby (left alone) crawled thro the spilled cream into the parlor and spoiled a \$17.50 mail-order carpet. The old cow found the place the man broke in the fence and got out and killed herself eating green corn. During the excitement the dog went crazy and broke up eleven setting hens, the calves found the same gap in the fence the old cow did and got out, and in wandering around got up into the house-yard where a large wash was hanging on the line, and those dirty, pesky, nasty critters deliberately chewed the tails off of four nice white shirts. "So I decided to come across with the spondulix, for fear something similar might happen to me!"
"Respectfully,
W. J. SOUTHERN"



PRESIDENT'S OUTLINE OF YEAR'S WORK

McDONALD DISCUSSES PROGRAM OF NEW YEAR'S PLAN

'MARK ANTHONY'

Of Club Delivers Hectic Address With Chairman as Victim

Still big with interest and enthusiasm from last Thursday's successful foray into Amarillo thirty nine Hereford business men met at the regular weekly luncheon of the Chamber of Commerce Monday, at the City Cafe, and heard President McDonald discuss the program of work outlined for the club the coming year by the new board of directors.

An outstanding feature of the meeting was another of those rare and inimitable outbursts of badinage on the part of Dr. Jno. W. Overton, this time with chairman McDonald as his victim. Once before, upon the occasion of the return from Oklahoma of Messrs. Parker and Oberthier, as committeemen on the gin situation, the Doctor had unleashed a startling and mirthful address, describing their wandering adventures. Monday he portrayed in fearful and wonderful language, the resulting floods from constant pumping at the McDonald farm, added to the unexpected and unusually heavy rains of recent days. The crowd was immensely tickled and Mr. McDonald absorbed the satirical oration stoically and unflinchingly. The Doctor has been dubbed the "Mark Anthony" of the club, and if announcement could be made in advance of the occasions on which he addresses the meetings extra chairs would undoubtedly have to be provided for the audiences.

Chairman McDonald told the diners that the new board had decided to do something really worth while this year in the way of securing more people and more farmers in this community, or else do nothing at all. No half way measures would be tolerated. He said the slogan would be "More People—More Farms," and that the route to this ideal would be chosen through more and better publicity methods than in the past. Included in the advertising budget will be the support of an adequate band. Mr. McDonald stated that he knew some members were not convinced about financial support for the band. As an illustration of why the band is needed he stated the following: "Suppose the parade at Amarillo Thursday had been headed by Black's horse? We would have had a funeral, would we not? The parade was a big feature and without the band it would have been a flat failure. The board believes the band to be a vital cog in the publicity needed and therefore has incorporated it in the scheme of work for the year."

The support of an adequate highway department, including the handling of the tourist camp grounds, under supervision of E. W. Harrison, was also included in the report. Mr. Harrison was present and stated briefly his faith in the need for more and better roads and his determination to work at the task assigned him in every possible way.

Mr. McDonald said that the financial budget for this work footed up \$5,000. At present the income is about \$3,000. The board asked the financial and moral support of the citizens along these lines.

A motion was made and seconded expressing confidence in the board and the program, but Mr. McDonald smilingly said he would not embarrass the audience by calling for a vote on the question, but would take the confidence and support for granted.

Announcement was made that the agricultural exhibit shown at Amarillo was on the road to Lubbock and that Hereford's band would go to Lubbock Thursday, with all others who would go, and endeavor to advertise Hereford on that occasion. The question of sending an exhibit to Dallas was then brought up, obtained strong support, and a vote was finally carried instructing the officers to send the exhibit to the Dallas Fair. If sufficient funds could be arranged for. The chair appointed a committee to gather fresh fruits and vegetables to be added to the Lubbock exhibit. Dr. G. W. Heard made a short but exceedingly pungent speech as follows: "I want to see the exhibit go to Dallas ten dollar's worth—and here's

(Continued on Last Page.)



BOVINA

Mrs. Talkington and little son are visiting Mrs. Viola Vaughn for a few days. Mrs. E. T. Englant was in town on Thursday shopping. Mrs. Englant is boarding two teachers, Miss Turner and Miss Brazier, in the Ingon district. Edgar Chase and Ed Ball are building a header barge and will begin heading grain Thursday. The rain of the past few days delayed heading grain, the ground is so soft a team cannot pull a load out of the field until we have drying weather.

Mrs. Alford Gorman and two sons of Farwell have been visiting the McGee family the past week.

Flavia McGee of east Texas, near Saltillo, has been visiting his father, T. J. McGee, for some time. He has come upon the Plains for his health. Once before Mr. McGee came here for the same purpose and got better. The "Plains" have many such cases.

Mrs. G. H. Hill visited the past week with her sister, Mrs. W. E. Williams, and left Friday morning for Dumas to join her husband, who is teaching this winter. Mrs. Hill will not teach this winter.

Mrs. Mattie Martin, Ella Denney, Lucy Wilson, Theo. Davies and Nannie Martin enjoyed a fine watermelon Friday evening—a gift of William Venable.

Mrs. N. Wilson and Mrs. J. P. McDonald made a trip to Friona Friday, to make each an entry to the fair. Mrs. Wilson vegetables and Mrs. McDonald fancy work.

Mrs. J. W. Lovelady is visiting her parents, Mr. and Mrs. J. L. Richardson. Mrs. Lovelady's health has been poor for a year, and is just now getting stronger and feels she is going to get well.

F. L. Spring shipped out from the farm several dozen of Buff Rock chickens to "The Copes" of Topeka, Kan.

Bovina Literary Society gave its first program last Friday night.

Mrs. H. W. Martin came from Canyon Saturday evening after visiting her mother, Mrs. Lively, the past week.

Mrs. G. W. Wakefield fell at her home south of town and dislocated her shoulder Friday evening. F. C. Hastings came to town and phoned for Dr. McCuan of Farwell. Mr. and Mrs. Hastings went back to help Mr. Wakefield to care for her.

Doc Izzard of Lubbock visited here on Sunday with Miss Tarr. We were glad to have him with us again.

Miss Gladys Hicks came down Saturday evening and returned to Hereford Sunday morning. Nannie Mary Zell accompanied her to Hereford for a visit.

Mrs. O. L. Gregory and three children will go to Roswell, N. Mex., to remain where Mr. Gregory is located with a brother-in-law, Mr. Perry, on a ranch. Rain began falling Sunday night at seven and a heavy downpour lasted until nine, and at intervals until twelve.

A son was born Saturday at four o'clock at Clovis to Mr. and Mrs. Mulky Ezell, name Roy Mulky. It is Mr. and Mrs. R. B. Ezell's first time to be grandparents.

Catherine Wilson is on the sick list the last few days. Mrs. W. H. Martin left for El Paso, Texas, last Tuesday by way of Roswell and will visit a sister at each place.

Mr. and Mrs. Orval Stevick of Erlona are the parents of a boy born Saturday night last, at the home of J. L. Richardson of Bovina.

During the hard rain last Sunday night J. H. Aldridge lost 114 head of sheep by drowning in a lake where they were camping at the time. The herder was near but could do nothing with the sheep while the rain was falling.

Mrs. Hammon left Mrs. Green to work in the Cuning restaurant. Mrs. Denney and Mrs. J. B. Belew visited Thursday with J. C. Denney and family west of town.

The rain of last Sunday evening and dampness made H. A. Cuning sick and

he was bedfast several days. He has a hard time battling with asthma.

Mrs. Mattie Martin went out for a visit with the J. C. Denney family on Tuesday.

At Bovina September 29 will be a meeting of the Sorghum Growers, at the school house, lecture by Mr. Lurnee.

The Rev. Garrett's car was stolen at Pleasant Hill last Sunday night.

The Frank McLean family attended the sale at the Davies farm Wednesday. They had with them the little boy that fell from the windmill in August. He seems to be well and could walk good.

Raymond Davies sale was well attended, most everything sold well. Mr. Davies did not sell his cattle but will ship later to Kansas City after feeding out his crop.

Mr. and Mrs. Palmer Sharp who have been visiting at the Jack Carr home returned to their home in Stone county, Missouri, going by way of Amarillo, and through Oklahoma. Mr. Sharp wants to locate in the west and is very much in love with the Plains.

Mrs. William Parker came home from Hereford Thursday morning on the train and went out to the farm. Saturday, September 27, Quarterly Conference will be held at M. E. church, services on Saturday by Presiding Elder Hardy.

Mrs. William Venable visited with Mrs. Homer Martin Friday. The next to erect a new home will be F. W. Jersig. Since their home burned Mrs. Jersig has been very busy canning fruit and vegetables as everything in her cellar was ruined.

Mrs. William Venable, Wilson and McGee visited Friday of last week with Mrs. Harry Green. Mrs. Green has been an invalid for some time. All her many friends are hoping the time is soon that she can be up and enjoy her self.

Paul B. Malcom goes to Hereford Saturday evening to visit over Sunday with a sister, Mrs. Lindsey, and his mother, Mrs. Allen who resides thirteen miles north of Hereford.

The hotel was well filled with roomers Saturday night. The heavy rain from half past seven to half past nine caused the tourists to stop for the night. Some camped on the camp ground. The rain came in large drops at intervals with some hail, and little wind for a while, the rain did not extend as far as Farwell.

Jack Carr's new home just finished by E. A. Hromas is ready for the painter and paper hanger. The outside will be pebble dashed.

F. O. Cuning and wife went to

Clovis Saturday and when returning had dry road until two miles east of J. D. Hamlin's home, then was very muddy on to Bovina, at eleven o'clock that night.

WYCHE

Quite a number from our community attended the Amarillo Fair Thursday to help Hereford make the promised number of citizens. Among them were Mr. and Mrs. R. W. Hough and family Mr. and Mrs. Leslie Riboson and son and Miss Alberta Reed.

Mr. and Mrs. L. J. Kuper and family were guests at dinner in the J. L. Hoffman home Sunday. Miss Lucile Hoffman and her grandfather, Henry Hoffman, returned to Happy with them.

Mr. and Mrs. John Getz and son, Donald, and Mr. and Mrs. Joe Litch visited at the Locust Grove farm on Monday afternoon.

Mr. and Mrs. L. J. Kuper and Miss Lucile Hoffman of Happy visited in the J. L. Hoffman home Monday. Miss Anna Hoffman returned to Happy with them Monday night.

Walk Brady was a caller at the Locust Grove farm Monday afternoon. Misses Vera, Ruth and Alberta Dugan visited in the R. L. Elliston home Friday afternoon.

Mr. and Mrs. Edgar Moseley stopped at the Locust Grove farm on their way to Grover Chandler's where they spent the day last Tuesday.

Mr. Sam Hembre of Happy sent Monday night at the bachelor's home.

Miss Lucile Hoffman visited in Amarillo last Monday.

Mrs. J. A. Goodwin and daughter, Margaret visited Mrs. R. T. Nunn on Thursday.

Misses Anna and Lucile Hoffman and their uncle, L. J. Cooper went to Amarillo from Happy Friday. While there Miss Lucile had her tonsils removed.

Rev. Merrill of the Christian church will fill the pulpit at Wyche a week from next Sunday—the first week in October—every one come and hear a good sermon.

Miss Anna Hoffman has been absent from school for some time, on account of her recent visit at Happy, but is back again now.

Mr. and Mrs. Lee Mitchell and daughter, Elizabeth, from near Hereford spent Sunday with Mr. and Mrs. Guy Edwards and Mr. and Mrs. A. E. Edwards.

J. L. Koper and little daughter, Anna Marie and Misses Anna and Lucile

Hoffman spent Sunday night in the J. L. Hoffman home. Mr. Kuper and daughter left for Happy Monday morning.

BETHEL

Mrs. Harry Hughes of Clovis returned to her home Sunday after a week's visit in the home of her sister, Mrs. Loyal Lust.

Messrs. Irvin Hamilton and Leland Smith made a business trip to Hereford Thursday.

The Rothwell children have been on the sick list the past week.

Our Ladies Club met at the home of Mrs. Jim Bagwell last Thursday. All members being present except three. The meeting opened with roll call, answered with a favorite salad recipe. A dress form was made for Mrs. Glen Smith. At the close of the afternoon refreshments of cookies were served.

Guests of the club were Mesdames Morris Kimbal, Henry Simmons, Ed Smith and Misses Simmons and Smith. The next meeting will be held at the home of Mrs. Boyd Kimbal on Thursday, October 4th.

John Smith was sick last week, being unable to attend Sunday school.

The following families attended the singing at Clovis Sunday: Irvin Hamilton, Jim Bagwell, Ed Smith, H. F. Lambert, Max Brownlee, J. C. Williams and Boyd Kimbal. Mr. Brownlee and Mr. Kimbal appeared on the program.

Mrs. Morris Kimbal has been visit-

Robs Calomel of Nausea and Danger

Medicinal Virtues Retained and Improved—Dangers and Sickening Qualities Removed. Perfected Tablet Called "Calotabs".

The latest triumph of modern science is a "de-natured" calomel tablet known to the drug trade as "Calotabs". Calomel, the most generally useful of all medicines, has long been a victim of its own popularity—purified and refined from those objectionable qualities which have heretofore limited its use. In biliousness, constipation, headache and indigestion, and in a great variety of liver, stomach and kidney troubles calomel was the most successful remedy, but its use was often neglected on account of its sickening qualities. Now it is the easiest and most pleasant of medicines to take. One Calotab at bedtime with a swallow of water—that's all. No taste, no griping, no nausea, no salts. A good night's sleep and the next morning you are feeling fine, with a clean liver, a purified system and a big appetite. Eat what you please. No danger.

Calotabs are sold only in original, sealed packages, price thirty-five cents for the large family package; ten cents for the small, trial size. Your druggist is authorized to refund the price as a guarantee that you will be thoroughly delighted with Calotabs.—(Adv.)

Dairy Dollar Bill Says

- The dairy cow is the most economical producer of the most perfect food.
- Dairying removes less soil fertility than any crop.
- Dairying provides a steady cash income that pays the bills.
- Dairying produces skimmed milk, the best feed for calves, pigs and chickens.
- Dairying insures you against crop failure.
- Dairying makes for diversified farming—the safe, sane, satisfactory and sure way to farm.
- When better farming methods are learned, the dairy cow will be in the lead.
- 85 per cent out of every dollar paid for "Mistletoe Butter" by the consumer, goes to the farmer producing the cream.
- To get a check that will bring a smile of satisfaction, see us

Mistletoe Creameries

H. D. REED, Agent
Phone 249

The Company A Man Keeps

A man is known, they say, by the company he keeps. In business and all financial transactions this is especially true. You are judged, in part, by the bank whose name appears upon your checks.

Our name upon your checks will make the best possible impression.

First National Bank

ing in the home of Mrs. Boyd Kimbal, also with relatives in Dimmitt. Mr. Kimbal has joined the Vaughn quartett and is at present in Louisiana. Mrs. Kimbal goes from here to visit her mother at Goldthwaite, Texas, and then will join her husband in Louisiana. Mr. and Mrs. Loyal Lust and Mrs. Hughes were Dimmitt visitors Saturday.

Messrs. Irvin Hamilton and Leland Smith were visitors in the Emmett Rothwell home Monday.

One of the biggest rains ever, fell here Sunday evening. The rain was accompanied by an electrical storm that was terrific, however no damage was done, except by the hail that fell.

Mr. and Mrs. Loyal Lust entertained

the following guests to Sunday dinner: Mr. and Mrs. Heyser and O. C. Redfern of Canyon, and Mrs. Harry Hughes of Clovis.

Wirt Phillips transacted business in Hale county Tuesday.

Mr. and Mrs. Frank Lambert, Miss Lambert, Mrs. Lloyd Wright and children of Ash Grove, Missouri, and Carl Dean and Ruth Marie Mounts spent Thursday in the home of Mr. and Mrs. H. F. Lambert.

Henry Simmons made a business trip to Tulsa his week.

SUMMERFIELD

J. A. Nolan and family and J. B.

(Continued on Page Three.)

We have not changed our rates for three years, but to refresh the minds of our customers, we publish the following:

LIGHTING AND POWER RATES EFFECTIVE NOW

RESIDENCE LIGHTING, MONTHLY
\$1.50 for first 8 kilowatt hours consumed during the month or fraction thereof, 18 cents per K. hour for next 32 K. hours consumed per month, 8 cents per kilowatt hour for all current consumed per month in excess of above amounts. Where meter is rented 25 cents to be added to above amounts.

RESIDENCE COOKING RATES FOR ELECTRIC RANGES ON SEPARATE METER, MONTHLY
5 cents per kilowatt hour for first 100 kilowatts used per month, 4 cents per kilowatt hour for all used in excess of 100 kilowatts used. Minimum charge \$5.00 per month.

COMMERCIAL LIGHTING RATES, MONTHLY
18 cents per kilowatt hour for first 75 used per month, next 75 kilowatts used at 12 cents, the next 200 kilowatts used at 9 cents, all in excess of above amounts at 6 cents.

POWER RATES, MONTHLY
Minimum charge \$1.50 per month for each connected horse power, which entitles the consumer to 15 kilowatts per horse power, the next 25 kilowatts per horse power at 6 cents per kilowatt, all in excess of above amounts at 4 cents.

The above rates for motors applies for day load only, where the motors are to run at night on lighting load, then the lighting rates shall apply.

Please cut this out and paste it up for future reference.

"Your Electrical Servants"

Hereford Light & Power Co.

October 1st, 1923.



LET US BE YOUR Friend in Need

Perhaps you, like others, often wish for a friend who could give you good sound advice on financial matters.

Most men make money easily. Their chief difficulty lies in retaining it. They make unfortunate investments because they have neither time nor experience nor the facilities to properly safeguard the ventures.

If there is any need for information—ask us. Our officers are especially fitted by their intimate contact with business conditions and their knowledge of securities to help in the safe investment of surplus funds.

The officers of The First State Bank & Trust Co. are experienced bankers and know how to be the greatest possible service to you. Take full advantage of their skill and energy.

We Welcome the Opportunity to Serve You.

FIRST STATE BANK & TRUST CO.

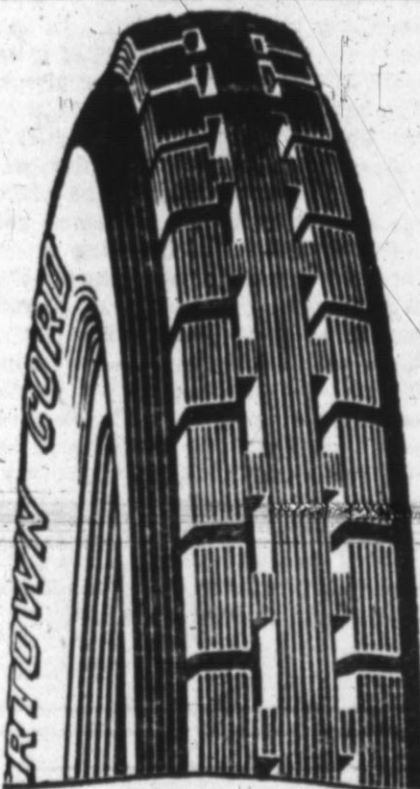
Our Deposits are guaranteed by the State Bank Guaranty Fund of Texas



Stopping the Clock to save Time is like Buying Poor Shoes to Save Money

Moral-Buy FRIEDMAN-SHELBY ALL LEATHER SHOES and be safe.

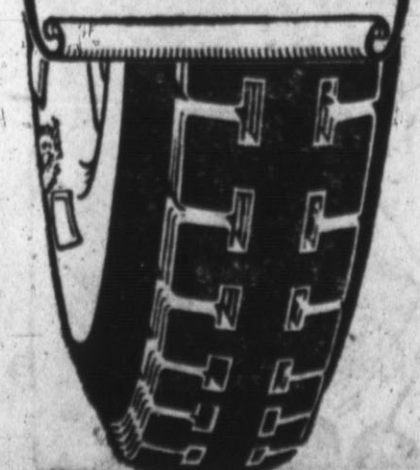
J. O. Newell



Silvertown Cords make your car look better and last longer. They give you the greatest return on your tire investment.

Goodrich Silvertown CORD TIRES
Best in the Long Run

Service You Like Station



FIRE!

The time to know how much gas there is in your tank is before you reach the bottom. And the time to know that you have enough fire in-

urance is before you smell smoke. Building costs are approximately 200 per cent above the 1913 level. Have you gone over your property

lately with the view of finding out what it would cost to replace it should it be destroyed by fire? This Agency will be glad to advise you, not only how much fire

insurance you should be carrying on your buildings and their contents, but also what other forms of insurance you need to properly protect you.

JONES-BARNETT AGENCY
Insurance and Bonds
As Old As Hereford.

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.

First number of the paper issued Feb. 23, 1901, as The Hereford Reporter (weekly); first number of The Brand (weekly) issued March 21, 1902; first number of The Brand (semi-weekly) issued May 3, 1921.

Subscription, Zone 1—per year, \$2.00
Subscription, outside Zone 1, per year, \$2.50
six months, \$1.50
three months, \$1.00
No subscriptions accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

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—or trade, a 20 acre tract of land with good five room house and bath, large sleeping porch, plenty shade and fruit trees, fine lawn, close in.
73-6t E. W. MORGAN, Owner

FOR SALE—McCormick row binder in first class condition. Phone 137.
73-1f H. C. BOWSHER

FOR SALE—Bundle Sorghum. Phone 303.
FRED MILLARD 69ft

FOR TRADE—100 acres unimproved land three miles west of Hereford, for cattle. -See
70-1f E. W. Kinney

FOR SALE—Mules, horses, mares, milk cows, brood sows, pigs and shoats of all sizes, also baled alfalfa and mill-lett. See G. F. Hembree at Sulphur Park Ranch.
70-8t

FOR EXCHANGE—My Buick six auto, with special California top, all in A 1 condition, fully equipped for traveling and rare'n to go. Want a boat or air plane, land, and notes or Hereford property.—A. H. Elliston.
71f

Keifer Pears
FOR SALE—Nice large pears \$1.00 and \$1.25 per bushel at orchard.
72-4t pd. J. A. Wiles, N. Hereford

WANTED

Team Mules
WANTED—I want to trade a team of mules for threshed oats, will give 10c above the market price. Also have car will trade for oats. Two miles north on Avenue.
70-4t Arthur F. Holberg.

Lost

LOST—Four year old dehorned steer, 12 miles northwest of Hereford, branded two light circles facing, one slightly lower than the other, on left side. Reward W. H. Steele, Seagraves, Texas.
70-5t

\$10.00 REWARD
LOST—A black or brown mare mule, about 15 1-2 hands high, weight about 1,000, about 7 years old.
73-2t T. H. VINSON, Dimmett, Tex.

For Rent

FOR RENT—Three nice rooms, furnished or unfurnished, see
731f MRS. J. L. FUQUA

FOR LEASE OR SALE—Have creek pasture and stock fields for lease and some feed for sale.
73-9t-pd KYE HIGGINS, Hereford

LODGE DIRECTORY

Hereford Lodge No. 549, A. F. & A. M. Stated meetings, second Monday each month.
GEO. L. MUSE, W. M.
J. B. JONES, Sec.
Hereford Chapter 245, B. A. M. Regular meetings, first Monday of each month.
CARL P. COCKRELL, H. P.
J. S. JONES, Sec.

From Neighboring Towns

SUMMERFIELD

(Continued from Page 2). McMinn and family went to Cleo to the singing convention Sunday and report a large crowd and good singing. —We don't expect to hear anyone complaining about a good rain any more soon, as we had a real down pour for about three hours Sunday night, and the farmers are trying to get their fall wheat sowed and their row crops gathered.

Mrs. M. E. Hawkins and her daughter, Miss Nora, arrived on the early morning train last Friday from Cincinnati, Ohio, where they had been in the home of Rev. J. F. Hawkins, and where Nora has been under the treatment of a nerve specialist since her return from over seas. She is much improved but is still very nervous at times. They will spend the winter with W. J. McMinn and wife. Mrs. McMinn being daughter and sister of theirs.

Mrs. Lee Kendall has gone to Hot Springs, New Mexico, to take the baths. We hope she will be greatly benefited by the baths and the rest.

The community met at the school house Friday night and organized a parent-teachers club, to meet twice a month or every other Friday night. Prof. Blou has agreed to write up the school happenings and hand in to the reporter. We will be glad to send them in for publication.

Wiley Roberson, wife and baby attended Sunday school here Sunday and were dinner guests in B. C. Roberson's home.

Ky Lawrence lost four hogs by lightning last week.

Mr. Edwards and family of Hereford are to move on the Hanlin place soon. It is hoped a number will go to the Fifth Sunday meeting which begins at Canyon Friday night and runs through Sunday.

Henry Stanley and family have moved to Black, Texas.

W. O. McMinn is reported sick at this time, but we hope he will soon be up.

SIMS SCHOOLHOUSE

Another big rain fell in our community Sunday afternoon and night. —Precipitation was three or four inches. Farmers are very anxious to see some dry days, in order to save their feed crop before frost.

Temple Lynch and family visited in the Blasengame home Sunday, and had to spend the night also with them on account of the big rain.

Stanley Cronk made two trips to Vega the past week.

J. M. Chapman transacted business in Hereford last Saturday.

J. A. Reed and family visited in the Rice home Sunday afternoon.

Little Ralph Rice has been on the sick list the past week, glad to report him doing fine at this writing.

Matt Collier, from near Roswell, N.

Mex., visited a few days with his brother, J. P. Collier, of Adrian, returning home Wednesday.

Temple Lynch made a business trip to, Endee, N. Mex., last week, returning Friday.

Monday night Mrs. J. A. Reed was very much surprised when her brother Jeff Gaines of Brownwood, Texas, stepped up to her door. They had not seen each other in eight years.

Professor Howard and wife from New Castle, Texas, arrived in our community last Friday, and will teach our school this year beginning October the first.

We welcome them to our community and wish them a successful school term. Rev. Huckaby Methodist minister of Vega, will preach at Sims next Sunday afternoon.

ARNEY-BLUE RIDGE

Misses Lora and Leota Hutson, Audry and Edrie Brooks visited their friend, Mable Taylor, Monday afternoon.

Ipez Taylor spent Saturday night with Grace Hogge.

Mr. Terrill has purchased another automobile.

Mr. and Mrs. W. T. Bailey and S. J. Taylor visited at the home of Mr. and Mrs. W. A. Brooks Monday.

Mr. and Mrs. Claude Fox and children of Amarillo are visiting at the parental home of Mr. and Mrs. John Hendrix.

S. J. Taylor was a business caller in Nazareth Tuesday morning.

Lucille Hogge who is attending school in Happy spent the week end with home folks Mr. and Mrs. Charlie Hogge.

Mr. and Mrs. Charlie Cox spent the day Tuesday at the home of Mr. and Mrs. A. E. Morris.

Joe G. White returned home last Monday from a trip to Central Illinois, where he had been to market with a lot of cattle.

M. A. Brooks and two daughters, Audry and Edrie, Misses Lora and Leota Hutson and A. E. Morris were Happy visitors Wednesday.

S. J. Taylor visited the Floyd Fortner ranch Tuesday afternoon.

Mrs. Laura Hutson was a caller at

the J. P. Hutson home Wednesday. Mrs. Minnie Brooks and children visited her parents Wednesday.

Sorry to report that Mrs. Mable Perkel is on the sick list. Her many friends hope she will be O. K. soon.

Ben Hogge of Happy visited at the home of his brother, Charlie Hogge, Tuesday.

Misses Audry and Edrie Brooks visited their cousins, Lora and Leota Hutson Sunday night and Monday.

Grace Hogge spent Sunday with her friend, Inez Terrell.

Joe G. White was a business caller in Tulla Tuesday.

J. E. Davis and son Earl went to Amarillo Tuesday to attend the Fair.

M. T. Bailey made a business trip to Amarillo Tuesday and attended the Fair.

Mr. and Mrs. Charlie Hogge were in Tulla Sunday afternoon.

Ellen and Margaret Brooks visited their friend Jeanette Taylor Wednesday afternoon.

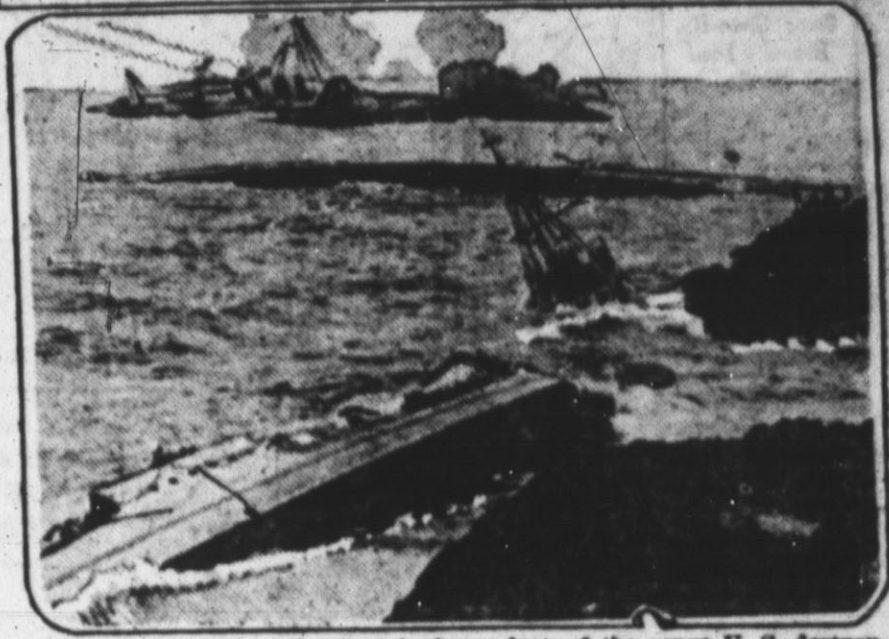
Mr. and Mrs. Lee Hutson and daughter Mable came home from Claude, Texas, Wednesday.

M. A. Brooks was a business caller in Hereford Tuesday.

WANTED Nineteen MEN and six WOMEN to take by Mail or at College, specialized training under contract for \$1,000 to \$1,200-a-year positions as bookkeepers, bank clerks, and stenographers. Write today for Guarantee Contract, finest catalog in the South, and SPECIAL OFFER 19. Address Draughon's College at either place below.

ABILENE, TEXAS
Draughon's
WICHITA, FALLS

Wrecked U. S. Destroyers on Rocks



This remarkable photograph shows four of the seven U. S. destroyers smashing to pieces on the rocks of Point Honda, Cal., where they ran aground in a fog in one of the most unusual catastrophes of the sea. Twenty-three lives were lost—while more than seven hundred men and officers were being saved through heroic efforts.

Top Prices Paid

Remember the Golden Rule Produce Co. pays the market price for Cream, Eggs and Poultry, Hides and Furs and its the top price too. We handle Oyster Shells, Apples, Spuds and Honey

Golden Rule Produce
H. H. HAWKINS, Mgr.

GOOD USED CAR VALUES

- 1 1919 Ford Truck
 - 1 1921 Ford Touring Car
 - 1 1920 Ford Truck
 - 1 1918 Buick Touring Car
 - 1 1918 Velle Touring Car
 - 1 1922 Ford Coupe
 - 1 1920 Fordson Tractor
- ALL PRICED TO SELL

WILKINSON MOTOR CO.
Lincoln — Ford — Fordson

LET ME FIGURE WITH YOU ON YOUR BUSINESS. ALL WORK GUARANTEED. PHONE 317
Horace Sullins

Another NEW PERFECTION ACHIEVEMENT



The best and most complete line of stoves ever shown in Hereford. Both heaters and cook. Oil burning and coal burning. We invite you to inspect our display.

Dunlap Hardware Company
HAVE WHAT YOU WANT WHEN YOU WANT IT

Gossards will fit your figure—and your purse as well



The suit you may buy, the coat, the dress—your entire wardrobe—will be ever so much more effective if you are correctly corseted in a Gossard.

Gossards are designed not for one figure type but for all nine, and we have a wide variety of different priced models in each type. This year we are featuring the new soft straight front which gives a flat abdomen without any restriction over digestive organs.

Illustrated is Brassiere 1278, made of heavy filet lace. Filet lace shoulder straps and trimmed in pink satin ribbon. Model 397 is fashioned for the medium to curved figure. The top measures three inches above the waistline and is given added fullness by the insertion of a curved section of the bust. Model 228 is lightly boned and designed for women of slight figure. It has low elastic top measuring one and one-half inches above the waistline. The skirt is medium short, and cut straight around the figure.

Gossard CORSETS
They Lace In Front



No matter what figure type is yours, our corsetieres can fit you perfectly in a Gossard that will keep your youthful line and give you support against fatigue.

Fox Mercantile Co.
Hereford, Texas

HOME SWEET HOME

Dear Give His Record a Lead Needle

by Terry Gilkison



WELL I NOTICED YOU CLAPPED YOUR HANDS WHEN HE SANG

YEH, CLAPPED 'EM RIGHT OVER MY EARS - WHY IT'S EIGHT O'CLOCK, GOODNESS GRACIOUS, HOW LONG HAVE I BEEN TALKIN'?

I DON'T KNOW, BUT THERE'S A CALENDAR IN THE OTHER ROOM!

FUTILE TASKS



ford country a regular daily rain is getting kinder monotonous! Not that plenty of rain is not welcome, but, gee whiz! there's a time and place for all things. Everybody will vote for the rain if it can be secured just a little later. But right now, you see, at this particular juncture so to speak, this country needs about ten days of sunshine to open up that cotton to its widest! After that—bring on your blessed rain. Howsomer, as Abe Martin says, we got to be good sports and take it when it arrives, we 'spose. It's been raining right along, every day, for several days. Don't last long, and soon clears up. The official gauge at the First National Bank shows that so far in 1923 Hereford has received 20.65 inches of rainfall. The average per year since 1882 is 21.08, so that 1923 promises to show a big increase in moisture over the average. And at that Hereford has received less than most of the country round about. Everybody is pulling Tuesday for clear and bright weather for the next two weeks so that some work can be done in the fields and that cotton will have a chance to demonstrate.

President's Outline of Year's Work

(Continued from Page One)

the cash" The Doctor received a noisy ovation. Next Monday the luncheon will be held at the Cordova Hotel. Those present Monday were: A. Herbst, W. R. Steckman, W. E. Dunlap, Rev. Paul J. Merrill, C. A. Skelton, N. C. Venable, Seth B. Holman, D. L. McDonald, C. C. Rockwell, J. R. Rutherford, Hall Beavers, J. E. Beyer, E. F. Ashbrook, E. C. Eubanks, E. B. Black, Rex Tynes, Rev. L. N. Lipscomb, O. J. Beene, C. H. Dyer, Dr. J. W. Hicks, F. H. Oberholzer, G. W. Brunley, L. Baskin, Mayor Knight, Dr. J. W. Overton, E. S. Ireland, E. W. Harrison, Captain John Estes, G. A. F. Parker, Ralph Barnett, A. M. Jones, Doug

Fox, Dr. G. W. Heard, N. E. Gass, A. W. Gregg, Homer Wilkinson, J. E. Bray, Luther Hough, H. H. Hawkins.

Big Surprise for Mrs. S. J. Sanders
On Sunday, September 23, the many friends of Mrs. S. J. Sanders were mindful that she was to pass another mile stone on life's journey, so a big surprise was planned for many weeks ahead. Mr. and Mrs. Sanders had planned a home gathering for their children on Sunday, so the friends came also in droves—numbering about one hundred in all and such a bountiful dinner the dining room couldn't accommodate the many delicious dishes prepared by her friends. We went to

the lawn and a table was constructed there, about thirty feet, loaded with good things to eat. After the dinner was served we were entertained with rodeo riding, to the delight of all; then a watermelon feast was had, cutting about twenty five melons. The crowd, seeing the cloud approaching, very reluctantly began to disband, wishing Mrs. Sanders many more happy birthdays.

One Who Was There
Why don't you go to Church?

Uncle John's Job

FREQUENTLY THE GAME ISN'T WORTH THE SCANDAL!

Good Printing at the Brand

Complete Lines

John Deere Binders
Binder Extras
Plymouth Twine
On Hand

Garrison Bros.

A. L. BIGGS, Insurance
Dependable Service

Your INSURANCE BUSINESS APPRECIATED and PROTECTED.

Phone 50 Theatre Bldg.

TOWN & COUNTY Personalographs

Dr. J. M. Farrell Moves To Tom Webb's Old Place

Dr. J. M. Farrell, veterinarian, has leased the Tom Webb poultry farm in East Hereford and will move Wednesday. He will feed some laying hens this winter, and also run a few cows and pigs as a side line. Mr. Webb and father-in-law, Mr. Malone left Saturday overland for southern California, where they will join Mrs. Webb and baby.

Springlake People Have Great Faith in Cotton

Posey Cunningham and family, Mr. Trussell and A. J. Baker of Spring Lake were in Hereford Saturday evening. Mr. Baker will be remembered as the first to bring a load of cotton, winning the Chamber of Commerce prize of \$150.00. Mr. Baker said he would make about forty bales on the 190 acres planted and would have it all ginned at Hereford.

Help! Anyone Here Know Anything on Weather Man

This habit the Weather Man is developing of late of sending the Here-

B. FRANK BUIE, Attorney
Office in Court House, Hereford, Texas
Will carefully and legally represent residents and non residents alike

C. R. Barber
AUCTIONEER
Hereford, Texas
Pure bred livestock and farm sales given special attention

D. F. ASHBROOK T. K. WILSON
ASHBROOK & WILSON
REAL ESTATE, RENTS AND INSURANCE
List your city property with us. We will rent your property and collect the rent
TRY US AND WATCH RESULTS

RICE BRAN
Makes the Cow Give More Cream
It's the cheapest feed on the market
A phone call brings us to your door

Jones & McLean
Phone 1

Stork Specials

Born to Mr. and Mrs. Buri France, September 29 a daughter.
Born to Mr. and Mrs. O. F. West, September 22, a daughter.
Born to Mr. and Mrs. W. R. Harris, September 25, a son.
Born to Mr. and Mrs. Frank Perkins, September 30, a son.

W. S. WILLIAMS
Live Stock and General Auctioneer
HEREFORD, TEXAS

Orr's Tailor Shop
10 PERCENT DISCOUNT
For a limited time, on early orders

WE WASH CARS
WE VULCANIZE TIRES
WE SELL KELLY TIRES
Thompson Garage

Mrs. S. E. Askrin reached Hereford from Amarillo Tuesday morning.

Rat Jowell made a business trip to Nogales, Arizona Monday morning.

E. J. Casebeer left for Clovis Monday morning to visit his brother.

Mrs. G. A. Lewis and son Buster went to Clovis Tuesday morning.

Buford Farmer made a business trip to Canyon Monday morning.

Billie Hudnall of Dimmitt went to Amarillo Monday morning.

Mr. and Mrs. J. W. Clark motored to eastern New Mexico last Sunday.

Ell Dunlap reached Hereford from Dallas Tuesday morning.

J. M. Ashlock made a business trip to Denton, Texas, Tuesday morning.

Mr. and Mrs. L. W. Carlyle reached home Tuesday from Little Rock, Arkansas.

Father Campbell of Sweetwater, Texas, was in Hereford the latter part of last week.

Rev. Father Anslem left Hereford Monday morning for a special church services in that city.

Hal Lattimore representing the Amarillo News was in Hereford Saturday on business.

Mr. and Mrs. Claude Champion of Turkey, Texas, left Hereford for Vega Tuesday morning.

B. Frank Buié went to Amarillo on Monday morning to attend district court.

Mr. and Mrs. B. S. Howton left Hereford Monday morning for their home in Henrietta, Texas.

J. W. Edwards of Amarillo reached Hereford Saturday morning and is residing in the home of his mother, Mrs. Mary Tice.

H. F. Fangman of Littlefield, Texas, was in Hereford the latter part of last week prospecting and looking for a farm to rent.

Mrs. C. E. Smith left for Brownwood Texas, Tuesday morning to visit in the home of her daughter, Mrs. Bryan Bryson.

Mrs. L. E. Miller reached Hereford Monday morning from east Texas. Mrs. Miller will visit in the home of her grandson, J. D. Rose.

Messrs Ed Short and J. B. Elliston left for Lubbock Monday morning to take charge of the Deaf Smith county display at the Lubbock fair.

Miss Alice Judson returned to her home in Amarillo Tuesday morning. Miss Judson has been employed by the First State Bank as stenographer.

SPECIAL SALE ON FELT HATS
Wednesday, Thursday, Friday and Saturday, October 3, 4, 5 and 6, a full line to select from.
MRS. T. N. HELFNER

Mr. and Mrs. James O. Wood reached Hereford Tuesday morning from Los Angeles, Calif. Mr. and Mrs. Wood are enroute from California to their