

# Farming in 1923-4

By Henry C. Wallace, Secretary  
of Agriculture

The industry, courage and faith evidenced by the farmers of the Nation during the past three years are slowly bringing their reward. Improvement in agricultural conditions continues—not as rapidly as desired or needed, nor as rapidly as deserved, but nevertheless it continues. The promise of the year has been fulfilled.

So we come to the end of the third year of post-war depression with a feeling of greater confidence born of better times already realized and with justified hope of still further improvement in 1924.

In general, the crops of 1923 were good. Some sections in the cotton belt and in the wheat belt suffered from the ravages of weather and insect pests, but the aggregate crop production was equal to the average of the five preceding years.

Considering money return we find that the values of most crops are greater than in 1922. The total value of all crops is 12 per cent greater. The values of wheat, rye, rice, clover seed, cranberry, peach and pear crops are below 1922; in the case of wheat 11 per cent below. The values of all other important crops are greater.

It is difficult to measure the productive value of livestock during the year, dependent as it is upon crops marketed in that form. In general, it has been a prosperous year for sheep growers fairly good for dairymen, less satisfactory for producers of hogs, and discouraging for growers of range cattle. Cattle feeders, however, have done very well on the whole.

There are discouraging conditions still to be overcome. There is the burden of debt. There are heavy taxes to be met. The cost of production and of what the farmer buys remains high. Farmers in the spring wheat territory—especially in the more straits from conditions largely beyond their control.

Experience gained during these years of depression, however, together with progress already made, warrant a hopeful attitude for the coming year. Gradually crop acreage is being better adjusted. The domestic market continues strong. The children keep coming, and that means a steadily increased number of mouths to be fed. Those who stay by the farm and do good farming can look forward to better times as a reward for their years of toil and hardships. Those whose businesses depend directly upon farm purchases can find decided encouragement in the growing gross income of the farmer, for he will buy as his income expands.

The year 1924 comes with the promise of continued improvement in material prosperity of the farmer, and the farmer continues to be the material and spiritual backbone of the Nation.

## Fire Boys Stop Blaze from The E. B. Black Truck

While the E. B. Black truck was being cranked and persuaded to start Monday afternoon in front of the Black residence, the machine caught fire and the alarm was turned in. The fire boys responded promptly and small damage was done to the truck.

## Santa Claus Remembered The Hereford Sanitarium

In spite of the demand upon his time, and the great rush of the holidays, Old Santa Claus did not forget the Hereford Sanitarium and again remembered this public benefactor with a number of useful and timely gifts. Mrs. W. A. Price, matron, advised that among the other gifts so thankfully received were dishes, towels, hot water bottles and a fine dressed turkey, all ready to put in the oven. Mrs. Price is grateful to the various church societies and individuals who were responsible for these thoughtful reminders of the season.

## Weather Don't Stop 'em; Three Maine Cars Here

Manager Kellehor of the Magnolia Filling Station stated Monday that three cars from the state of Maine stopped at his place of business Sunday, enroute to Roswell, N. M. They keep coming, no matter what the weather, over the South West Trail the only line now open from the east to California.

# The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

23RD YEAR, NO. 90

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, JAN. 1, 1924

## WRESTLE TWO HOURS WITH- OUT RESULT

KALA PASHA STRONGER  
BUT JENSEN MORE  
SCIENTIFIC

## MANY LADIES GO

To Interesting and Clean  
Bout Put on By Fire-  
men Monday Night

The largest crowd that has yet witnessed a wrestling match in Hereford was on hand Monday night at the Sales Pavilion, in spite of the weather, to see Kala Pasha, middleweight champion of Texas, and Thor Jensen, champion of Minnesota, go two solid hours without a fall to a draw. In the opinion of those fans interviewed the Turk was the stronger of the two while Jensen was faster and more scientific. The latter was constantly on the aggressive and kept the full strength of Pasha occupied in breaking one clever hold after the other but he lacked the strength to make his holds stick.

The bout was absolutely clean and fast and interesting throughout. The crowd seemed to be divided in its sympathies and nice work on the part of either of the contestants was always greeted with generous applause. The men wrestled for two falls out of three, with a two hour limit for a draw. In the closing moments of the time limit Jensen made desperate efforts to pin his adversary's shoulders and twice seemed within an inch of success, but on other occasions the mighty strength of the Turk prevailed and he wrenched free with a last desperate effort. Upon conclusion of the match Pasha remarked that Jensen was certainly a "tough customer."

The Hereford Band furnished music during the evening and the building was comfortably heated with two stoves. A preliminary three two-minute round boxing match between Angelo and Carroll, high school boys, preceded the main event. Curley Morgan refereed and Dow Mercer was master of ceremonies. A notable feature was the fact that at least half the audience was composed of ladies, who all seemed to thoroughly enjoy the scientific exhibition that was staged.

Jensen departed for Amarillo Tuesday morning where he was billed to substitute for Cal Farley Tuesday night in a match with London. Farley is ill at his home.

## Gilbert Fox Won \$100 Prize When Writing Best Ad

Gilbert Fox, son of J. A. Fox of Waxahachie, and nephew of Ollie, Doug and Homer Fox of Hereford, has just won a \$100 prize for an advertising plan in competition with the world. The Ellis County Tribune of Waxahachie, under date of December 27, has the following story about it:

"J. G. Fox, who has charge of the advertising for the Waxahachie Dry Goods Co., has just been notified of a \$100 gold prize he received, the check being inclosed in the letter."

"The Brown Shoe Company of St. Louis, Mo., some few weeks ago offered \$250 in cash prizes for successful retail sales ideas, the contest was open to everybody, merchants, clerks, salesmen and advertising men."

"Mr. Fox, son of J. A. Fox, owner and proprietor of the Waxahachie Dry Goods Co., has been doing the advertising for the firm for a number of years and has been very successful. This prize offered appeared in an issue of the Dry Goods Merchant's Trade Journal and he decided to enter."

"Following is the letter which is self explanatory."

"It is a pleasure to hand you here with our check for \$100 as winner of the first prize in our prize sales plan contest, which closed November 30. Replies were received from all sections including foreign countries, and it took the judges some time to examine all of the plans submitted. You are to be congratulated most heartily in having your plan selected as one of the prize winners."

"In accordance with the terms of the contest, it is understood that the plan you submitted becomes our property and will not be divulged by you to anyone else until after we have made it public property. Accept our thanks for your interest in this contest, and our assurance that the ideas derived from it will be in due time placed at your disposal, that you may get the same advantage from the use of these prize plans that our other merchants will eventually get from use of yours."

## Third Annual Poultry Show Will Be Held in Stock Pavilion Next Thursday, Friday and Saturday

The Third Annual Poultry Show of the Hereford association will be held in the Sales Pavilion on Thursday, Friday and Saturday of this week. The officers announce that owing to the inclement weather it has been decided to accept entries up to ten o'clock Friday morning, but no later. Judge Duke of Amarillo will begin judging about that time, and no birds will be received thereafter.

But it is desirable that every possible bird be received Thursday, so that the coops may be placed and final coop-room figured out.

Bring in your birds Thursday and try your luck at the premiums offered.

If you cannot spare the time to wash and clean the birds bring them anyway—you will have lots of company, on account of the cold weather.

The outlook this year is for fewer birds than heretofore, but the poultry enthusiasts of this community are as full of fight and pep as ever and the members of the association are confident that the Third Annual Show will be a good one from any angle considered.

Bring in your birds Thursday—and bring in your neighbors and friends to see them one day—sure!

## Hill Garrison is Seriously Burned With Gasoline

Relatives and friends here have been advised of a serious accident that happened to Hill Garrison, 15-year old son of Mrs. Chris Garrison, at Emporia, Kansas, last Friday.

It seems that Hill and his brother, Ward, were playing with a small engine reserved for Christmas and in some way a small can of gasoline became ignited and exploded. Hill was badly burned about the body and legs, the blaze being smothered by a rug in the hands of his mother.

Last news received Tuesday was to the effect that the boy is seriously burned but will probably recover.

## W. B. Farmer Finds Old Friend in New Citizen

W. R. Lewis, formerly of Hugo, Okla., who moved here about three weeks ago to take charge of his son-in-law's farm, the old Wagner place west of town, turns out to be an old time friend of W. B. Farmer. They met on the street Monday and recognized each other. They were friends when both lived at Groesbeck, Texas, so many years ago that neither will say exactly just how long ago it really was.

## J. P. Dyer, Cotton Farm- er, Here Ready for Work

J. P. Dyer of Corsicana, Texas, who will farm the place adjoining the old Wagner ranch in the western part of the county, reached here Monday morning ready for business.

## Zero Weather is Registered Here Monday Morning

The fine weather of Saturday and Sunday lasted just exactly until high noon Sunday when a slowly rising cloud in the east and north suddenly developed overhead and a cold norther, striking the warm air in the valleys, precipitated a fog and made the lakes smoke like they were on fire. The air immediately became freezing and by night the cold was intense. The thermometer hit the bottom early Monday morning, registering an even zero, and the ground was white with a fine, thin snow. Monday was very cold all day and Monday night would hardly be classified as warm but Tuesday showed a slight rising of the glass, although occasional snow flakes descending and the skies were grey and threatening. The Amarillo Post of Monday afternoon said:

"The cold wave which struck here Sunday was general over all of the mid-western and mountain states. The temperature was 13 below at Denver early today and zero weather is reported over a wide portion of the middle west. Reports from railroads show traces of snow fell over the Panhandle, Texas and Oklahoma and Dalhart reporting about an inch."

The thermometer here began to rise early today and stood at 8. The temperature began rising at 11 o'clock after standing at 1 above since daylight. By noon it reached 4 degrees and is still rising at 2 with the sun shining.

Clouded weather but with a continuing rise in the temperature is promised for tonight and Tuesday.

## Hereford Young People Make Good In Other Fields

The many local friends of Roy T. Nunn, son of Mr. and Mrs. R. T. Nunn of this county, will be interested in the following letter just received by The Brand. Mr. Nunn is now a student in the McCormick Theological Seminary, Chicago, Ill.

Chicago, Illinois, Dec. 29, 1923.  
Editor of Hereford Brand,  
Hereford, Texas.

"My Dear Sir—  
Having recently had access to a few copies of the 'old home sheet' and being especially interested in accounts of certain Hereford people in other parts of the country, I determined to send in a bit of news of certain others I happen to know of, thinking that such might interest other readers as it interests me. But being subjected to such tortures as examinations in Hebrew, Greek and Theology and all the accompanying evils I put it off until now."

"I have just recently heard of the splendid part being taken by Hereford young people at Trinity University. Miss Dorothy Boardman is quite a trusted and efficient officer in the Sunday school of the Central Presbyterian church at Waxahachie. Aside from her student duties and a responsible position as teacher in the sub-college department of that institution. Two of her fellow students are graduates of H. H. S. of last June, Messrs. Oscar Womack and Charles Galbraith, both of whom are helping themselves to a college education with razor and shears. Galbraith was one of two men from fifty contestants for the college Glee Club."

"I recently enjoyed a visit from Mr. Norman Rice who is a student at a Congregational Seminary here in Chicago and who is making a splendid mark. Another Hereford boy to find an early success in the educational world is Forrest Bove, who writes of enjoying the life of a teacher in a French school at Limoges, France."

"I would also add a few words about Chicago, especially as an educational center, though in many ways it is the capital of two thirds of the area of the United States the already great and growing West. There are two great universities here, the U. of Chicago and Northwestern U. There are ten Theological Seminaries for graduate work, and a whole flock of colleges. One meets students from everywhere here. I had an interesting experience last night. At the home of Rev. Cleland B. McAfee, D. D. one of the leading theological students of today, I met students who had come one from San Francisco, one from Park College in Missouri where my sister Viola Nunn is a senior, another from Salt Lake City, one from Tennessee, and one fellow had recently come from Egypt. He told of having been robbed in one of the pyramids. Maryland and Ohio were represented, and of course I stood up for grand old Texas."

"I would like to really tell something of Chicago but I see it would take too much space."

Sincerely yours,  
ROY NUNN

—More People—More Farms—

The Midnight Matinee at the Star Theatre Monday night, an innovation here drew a generous crowd that voiced their approval of the comedy "Cylinder Love" in applause. Manager Overton received congratulations.

## BANKER HAS GOOD ADVICE TO SPENDERS

W. O'BRIEN TELLS OF  
REAL TROUBLE IN  
PANHANDLE

## MUST ECONOMISE

Before Notes Are Paid Off  
and Personal and Com-  
munity Debts Paid

W. O'Brien, banker and cattleman of Amarillo delivered an impromptu address at the weekly luncheon of the Chamber of Commerce at the Stockmen's Cafe Monday that was crammed full of plain, everyday, honest-to-goodness "horse sense."

"The keynote of Mr. O'Brien's talk was the absolute necessity for the people of this community, as well as the entire Panhandle, to choke down on the spending orgy that has been prevalent during and since the war, to reduce the 'overhead,' and to practice the old time thrift and personal economy of our forefathers. Mr. O'Brien dwelt upon the fact that this was a 'borrowing' country, that the banks were overloaded with paper that simply must be liquidated before prosperity could return for keeps, and that the finest New Year's resolution anyone could make as to hold down all expenses not absolutely necessary in 1924 and pay off these notes."

"The speaker recalled the days of his youth here when he was farming and banking with Mr. Parker. The latter, he said, required him to note on each check what it was issued for, and if the banker did not endorse the idea of the expenditure the check was 'no good.' Mr. O'Brien said it hurt at the time but was the finest lesson in economy he had ever had impressed upon him, and something similar in these days of fast living might be of vast benefit. He also remarked that the long lines of expensive automobiles lining the streets of any Panhandle town were certainly not helping reduce the general Panhandle indebtedness."

He endorsed the cotton movement here and believes that it will supply the needed assets to make this the greatest stock farming country in the world. He also predicted that before cotton is an established commodity here it will be necessary to import Negroes to help handle it.

Chairman McDonald being out of town, Highway Commissioner Harrison presided. He made a brief New Year's talk and called for a report on the forthcoming Poultry Show. The secretary reported that the advertising campaign was progressing satisfactorily and that replies to the ads were still arriving daily. Next Monday the meeting will be held at the Cordova Hotel. Those present Monday were: W. O'Brien of Amarillo, Henry Wilkinson, E. S. Ireland, J. E. Ashbrook, R. L. Murray, E. B. Tilton, E. C. Eubanks, C. P. Ringer, A. L. Biggs, H. L. Broadwell, Captain John Estes, Seth B. Brown, E. W. Harrison, J. E. Hill, C. A. Skelton, N. C. Vogels, L. W. Hough, H. D. Reed, Rev. Paul J. Merrill, A. M. Jones, F. H. Overthier, W. R. Stockman, W. E. Dunlap, G. A. F. Parker.

—More People—More Farms—

—More People—More Farms—

—More People—More Farms—

—More People—More Farms—

## Khiva Ceremonial On January 9th Is Announcement

Local Shrine officials have received the following notice from Frank R. Thompson, Potentate of Khiva Shrine, at Amarillo:

"Khiva Temple will entertain the Imperial Potentate with Ceremonial January 9, 1924. Date for the Full Ceremony for Khiva Temple was postponed from November 20th to January 9th in order that the Imperial Potentate may be present. The usual order of the day will be observed for the Ceremonial. Roy W. Thompson, Potentate-Elect, and other officers of the Khiva Temple will be installed at 10:30 a. m. Ceremonial will begin at 1:30 p. m. and will conclude in time for visitors to take the evening trains out of the city if they wish. The Ceremonial will be held in the Municipal Auditorium. If the weather permits, the usual parade will be held. Dinner will be served at the Auditorium from 11:30 to 12:30 for all Nobles, Novices and Ladies. After the Ceremonial a Ball will be given at 9 p. m. Registration of Novices at Shrine Headquarters will begin promptly at 9 a. m. All Nobles are requested to bring every Novice possible for the Ceremonial."







**WYCHE**  
Mrs. Paddock visited Mrs. Hays in Hereford last Wednesday, also took dinner with her.  
Miss Vera Dugan came home Saturday to spend Xmas with home folks.  
Mr. and Mrs. J. J. Clayton expect to move to their new home in the southern part of the neighborhood during the holidays.  
School closed for the holidays last Friday and the children are having a great time with the snow and sleds.  
Sam Hembree moved to his new home at Sulphur Park last Thursday.  
Mr. and Mrs. Clem Dugan visited in the J. W. Dugan home Thursday.  
Raleigh Hough Jr. made a trip to Hereford Sunday, returning Monday.  
Many of our neighbors go to town one day and return the next as the bad roads are very fatiguing for both driver and horses.  
Mr. and Mrs. Clem Dugan entertained with a turkey dinner Sunday. J. W. Dugan and family was present.  
Dick Applegate called on Mildred and Annie Laurie Sawyer Wednesday and was entertained with number of 42 games.  
John Robeson has a guest from Canyon, a boy about his own age, who is spending his week with him.  
The infant daughter of Mr. and Mrs. Will Sawyer has been ill for several days.  
We are glad the snow is thawing rapidly now, and we wonder if it is true when people say our winter is over.  
Miss Vera Dugan is staying with Mrs. Clem Dugan who has been ill for several days.

Several of the young people of this neighborhood attended the Christmas tree at Progressive and report a pleasant time.  
Orlen Sharp came home from college at Clarendon to spend his vacation with his parents.  
Mrs. H. P. Green had all her family with her for Christmas except the son, Harley, who is in Wisconsin.  
The Wm. Negline family ate Christmas dinner with the Walter London family.  
Little Miss O'Dora Smith spent Christmas in Hereford with her sister, Mrs. John Refro.  
Mr. and Mrs. Tonzie Sharp and children of Post came up to spend Christmas with home folks, O. L. Sharp and family.  
The Misses Mable and Edah Park were hostesses to the young people of this neighborhood Christmas night. A good time was reported as always when these people entertain.  
Horace Hershey ate Christmas dinner with Cyrus and Walter Galley.  
Miss Hazel Green visited her sister Mrs. Lee Conklin Friday night, and took the train in the morning at Joel for Hereford, thus avoiding the almost impassable roads.

majority in sleds. When the sleds were lined up against the house, the snow covered grounds presented a picture of the extreme North—a picture of an Alaskan community center.  
The committee with Miss Walker and Mrs. Geo. Lewis as chairman worked against odds in terminating all necessary arrangements. Untiring in their efforts, much credit belongs to them and their help in making Christmas eve one long to be remembered by the children, young people and elders of the community.  
The program rendered by the school was appropriate for the occasion, and enjoyed by all present. And then Santa came. Unaccustomed to bad roads in the Panhandle, he was a wee bit late, but he made it, for him it was across pastures and over barb wire fences,

(Continued on Page 3.)

### GOOD USED CAR VALUES

- 1920 Runabout, starter
- 1918 Runabout
- 1918 Velle Touring
- 1918 Buick Six Touring
- 1919 Ford Truck
- 1920 Fordson Tractor

ALL PRICED TO SELL

### WILKINSON MOTOR CO.

Lincoln — Ford — Fordson

**LUDEN'S**  
MENTHOL COUGH DROPS  
for nose and throat  
Give Quick Relief

**1 9 2 4**

Let us resolve that in this New Year we shall make the most of time; that we shall be proud of each day's work and happy at the prospects of the labors of tomorrow; that we shall carry happiness with us into our business houses and show a joyous heart to our neighbors; that each day shall find new progress made toward the goal of our ambition, and that at the end of the twelve months before us we shall find our homes better homes, our lives better lives, and ourselves better men and women.

**First State Bank & Trust Co.**  
Guarantee Fund Bank



**Coolidge's Manager**  
Willard  
Wm. M. Butler of Massachusetts, member of the Republican National Committee and a Coolidge friend of many years, will manage the President's campaign for the 1924 nomination.

### Willard or Not — Come to Us

The man who has in his car some other battery than a Willard, is no less welcome here on that account.

We are always glad to consult with you about any battery problem, regardless of the make you own.

### Electric Service Station

Phone 284

### Willard STORAGE BATTERIES

The weakest man in the world has been located. It is the man who lives in a community receives educational and governmental advantages afforded, and then refuses to lend moral and financial co-operation in the development of that community. In addition to these shortcomings, knocks the people who are working for the upbuilding of the community.—West Texas Today.

"It's absurd, this habit of working day and night to hold your job, wouldn't think of it."  
"Well—I'm sure I didn't. The boss did."  
—More People—More Farms—  
"And did you visit Italy—and eat some of those wonderful doughnuts fried on the sidewalk of Florence?"  
"No—I wasn't that hungry."

### Frank Sez!

Hooroar! Hoorear! Th New Yere ez here! so fergit yore woes, put on more close, an dew yore tradin here.

Happy New Year From

### Gyles Grocery

Phone 81

### We Have Closed Our Books

Our Fiscal Year closed December 31st with the Old Year and nothing will be charged till after the 20th of January, as we will be on an absolutely Cash Basis till then. We do this to round up the years business. Please hand us check promptly for all light bills and merchandise bills and for coal bills, as you receive them and thus help us to accomplish our aims.

### Hereford Light & Power Co.

"Your Electrical Servants"  
Phone 388

## Clean-up Sale

As I am leaving the country I will offer at public auction to the highest bidder, at my place eleven miles south from Hereford on 25-Mile Avenue and four miles west, nine miles southeast of Summerfield, and about fifteen miles northwest of Dimmitt, on the old S. S. Evans ranch, the following property, on

### Monday, Jan. 7, 1924

BEGINNING AT 1:00 P. M. SHARP

#### 16 Horses, Mares & Mules

- 2 good farm mares, with mule colts
- 2 good mules, 2 and 3 years old
- 2 black mares
- 1 brown mare, 5 years old
- 1 brown horse, 6 years old
- 1 brown mare mule, coming 3 yrs old
- 1 brown mare mule, coming 2 yrs old
- 1 sorrel horse mule, coming 3 years
- 1 brown horse mule, coming 2 years
- 1 bay horse, coming 3 years old
- 1 bay filly, coming 2 years old
- 1 weanling mare mule
- 1 sorrel saddle horse

1 Jersey cow

#### Machinery, etc.

- 1 10-hole grain drill
- 1 6-foot Deering binder
- 1 Case lister
- 1 cultivator
- 2 single-row Go-devils
- 1 3-horse sulkey plow
- 1 gas engine and pump jack
- 1 12-foot galvanized stock tank
- 2 50-gallon steel barrels
- 1 saddle and bridle

Other articles too numerous to mention.

TERMS—All sums of \$10.00 and under cash. Six months time will be given on approved notes bearing ten per cent interest from date of sale on sums over \$10.00—a five per cent discount for cash on sums over \$10.00. Nothing to be removed until terms of sale are complied with.

### R. M. MOORE, Owner

Sale Clerked by  
First State Bank & Trust Co., Hereford, Texas.

Auctioneer,  
Col. W. S. Williams



**Resolved**

To have my **INSURANCE** looked after." If you will make this one Resolution for 1924, and place your insur-

ance with this Old and Reliable Agency, you will do the biggest thing you have ever done before.

**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—75 pure bred Barred Rock pullets, 1-3 or more now laying. Three incubators, standard make. One Buckeye brooder stove, capacity 1000 chicks. Address or phone 318 F2-3.  
99-21-pd. Mrs. J. M. Kimmmons.

FOR SALE—160 acres good Plains land, 9 miles from Friona. Price \$10 per acre, \$650 cash, balance 1 to 4 yrs., 6 per cent. See us for cheap farm land.  
99-2-pd. M. A. Crum, Friona, Tex.

FOR SALE—240 acres in Quay county, N. Mex. All fine cotton, broom corn, etc. Improved, fine water, 6 miles to miles to railroad. Why buy raw land when you can get as good land with improvements and good location for half the money. \$12.50 per acre.  
M. T. RICE,  
99-21-pd. R. 3 Mound Valley, Kan.

**LOST AND FOUND**

FOUND—A mud chain east on the S. W. Trall. Owner pay for this ad, call at Brand office.  
98-2t

LOST—Monday, between my place and Hereford, mud chain and spreader. Finder please notify  
99-1t G. W. BRUMLEY.

**WANTED**

WANTED—Some one to take a good milk cow for its feed this winter, also have a house to rent, also want a place for two calves for the winter.  
99-1t O. O. CURTIS.

WANTED—A good Standard Key Board Typewriter. Call 30, Brand office.

WANTED—Laundry Work. Mrs. Medie Harris, first door north of jail. 99

**NOTICE**

A City Ordinance requires that water rents must be paid on or before the 10th of the month in which it falls due. The City Commission directs that this ordinance pertaining to the collection of water rents shall be rigidly enforced.

If all delinquent rent and rent for fourth quarter 1923 are not paid by January 10th, 1924, your service will be promptly discontinued and a charge of one dollar will be made for reconnecting. Respectfully,  
99-100-101 Grace Skelton, City Clerk

**From Neighboring Towns**

PROGRESSIVE  
(Continued from Page 2)

thru marsh and o'er drifts, along bottomless roads and over frozen lakes.

The children grew hilarious at his appearance, but when he spoke they were all attention. To his every request and kindly suggestion they readily responded, and to sum it all—were just as good as they could be. Only after he had taken his departure did some Junior now and then venture to make a little (?) noise.

The tree, with its tinsel and decoration, its presents and Christmas cheer, surrounded by the bounteous treat was a thing of beauty.

Miss Olive Perkins is home for a few days during the festival season. Miss Perkins will again resume her work as teacher in the high schools at Monticello, Iowa.

The Misses Park entertained with carols, readings and a few quite games a number of young people in their home Tuesday evening. The spirit of the day with its Christmas cheer lent much joy to the affair. Refreshments of cake and lemonade were served at a late hour.

Mr. and Mrs. Jim Giles and family visited friends in the city Sunday.

Numbered among the social events of the season is the game social for the young folks in the home of C. C. Bowman Wednesday evening. The following guests were present: Misses Berta Walker, Gladys Vance, Velma Caldwell, Marguerite Ricketts; Messrs. Cecil Hodges, Orin Russell, Shade Ratcliff, Stockden Robertson, Elmer Sharp, LeRoy Hodges and Arnold Hershey.

Tom Jacobs motored to Amarillo on business one day last week.

**"More People—More Farms"**

**SIMS SCHOOL HOUSE**  
Temple Lynch and family visited in the R. L. Ferguson home last Sunday.

Spurgeon and Jeff Reed made a business trip to the Engle Ranch Monday. Emmett McAdoo of Clarendon College is spending the holidays with his parents, Mr. and Mrs. P. M. McAdoo of Adrian.

Frank Stevenson transacted business in Adrian Wednesday of this week. Omer Bartlett was in Adrian on Wednesday.

Jack Chapman of West Texas State Normal of Canyon, Texas, is spending the holidays with home folks at Adrian. Christmas passed very quietly in the Sims community.

**Tips for Taxpayers**

No. 2

Every single person whose net income for the year 1923 was \$1,000 or more or whose gross income was \$5,000 or more, and every married couple (living together) whose net income was \$2,000 or more or whose gross income was \$5,000 or more, must file an income-tax return.

Broadly speaking, gross income is all income received by the taxpayer during the year from salary or wages, business, trade, profession or location; dealing in property, interest, rent, or dividends, or from the transaction of any business carried on for profit. Net income is gross income, less certain specified deductions for business expenses, bad debts, taxes, etc.

The exemptions are \$1,000 for single persons, \$2,500 for married couples (living together) whose net income for 1923 was \$5,000 or less, and \$2,000 for married couples whose net income was in excess of \$5,000. An additional credit of \$400 is allowed for each person (other than husband and wife) dependent upon the taxpayer for chief support if such person is under 18 years of age or incapable of self-support because physically or mentally defective.

The normal tax is 4 per cent on the first \$4,000 of net income in excess of the exemptions and credits and 8 per cent on the remaining net income.

**BY THE PEOPLE**

**THE POSSIBILITIES OF OUR COUNTRY**

From observations of the last fifteen years I will try to set up a few of my coveted wishes for the future of our Plains Country.

First will be the immigration of sturdy population of good farmers composed of stock men, dairy men, poultry men, townsmen, and last but not least those who will raise cotton the king of the South. Will not forget the men who will hang on to the small grain industry, also the grain sorghum feed. A combination of these would not be hardly possible on each farm but two or three would be a dependable business. There are several farms in each community which are being run from the proceeds of the cow and hen; while hogs are bringing in a pretty good income.

Our stockmen will change from the modern Plains herdsman to the stock farmer, who will raise and feed out a few of the best kind of cattle, hogs and sheep, with some good horses and mules. There are a few who are doing this at present.

Fifty good cows well cared for on a section of farm land and grass will raise forty calves, which will sell for

(Continued on Page Four)

**To Command "Around the World" Flight**



Major F. L. Martin will command the four U. S. planes which hop-off at Seattle April 1 in an attempt to fly around the world.

Good Printing at the Brand

Let us figure with you on your  
**PLUMBING and SHEET METAL WORK**  
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**SULLINS & WOOD**

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

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

**An Appropriate Family Resolution**

For the new year would be one covering the subject of Saving. Certainly the idea of practicing Thrift is worth while, not hard to cultivate, and sure to produce results. For, there is many a dollar we all so needlessly spend which might come in mighty handy in the future.

Start in right. Resolve to place those spare dollars in Savings Accounts with this dependable bank

**The First National Bank**  
The Bank of Safety and Service

**Coal!**

**On Track**

**Phone Us your Order**

**Phone 1**

**Jones & McLean**

**The Best Resolution Yet!**

"Resolved--That I will go right now to the Brand office and subscribe for The Hereford Brand (Twice-A-Week)--My Home Paper--and keep abreast of the times in 1924"

**It's An Investment — Not An Expense**





# TOWN & COUNTY

## Personalographs

L. McDonald arrived home Tuesday morning from Slaton, Texas.  
 —"More People—More Farms"—  
 Mrs. B. C. Taylor returned home to Lyon Saturday morning.  
 —"More People—More Farms"—  
 Miss Pauline Schawartz left Saturday for Drumwright, Okla.  
 —"More People—More Farms"—  
 Mrs. Robinson arrived home Saturday morning from Ft. Worth.  
 —"More People—More Farms"—  
 Miss Marion Livingstone reached here Saturday morning.  
 —"More People—More Farms"—  
 Mrs. G. J. Ness of Summerfield was here for the latter part of last week.  
 —"More People—More Farms"—  
 Will Carroll and son Clyde left Monday morning for O'Donnell, Texas.  
 —"More People—More Farms"—  
 Mrs. Joe Allen and two children of Jona reached Hereford Saturday.  
 —"More People—More Farms"—  
 Hall Beavers made a business trip to Amarillo Saturday.  
 —"More People—More Farms"—  
 Glenn Greer returned to his home in town Saturday morning.  
 —"More People—More Farms"—  
 E. M. Allen made a business trip to Wellington, Texas, Saturday.  
 —"More People—More Farms"—  
 Virgil Beyer returned to Panhandle on Monday morning.  
 —"More People—More Farms"—  
 Robert Wilson returned to Canyon on Monday morning.  
 —"More People—More Farms"—  
 Miss Helen Sisk returned to Wichita, Kansas, Monday morning.  
 —"More People—More Farms"—  
 Littrell Spratt arrived here from Elgin, N. Mex., Sunday morning.  
 —"More People—More Farms"—  
 W. Strothman of Amarillo was here between trains Monday morning.  
 —"More People—More Farms"—  
 M. A. Crum of Friona was in Hereford Monday on business.  
 —"More People—More Farms"—  
 A. A. Keeler left for O'Donnell, Texas, Monday morning.  
 —"More People—More Farms"—  
 F. C. Mothershead and wife returned to Amarillo Monday morning.  
 —"More People—More Farms"—  
 Jake Triefel reached home Tuesday morning from Denison, Texas.  
 —"More People—More Farms"—  
 Homer Wilkinson made a business trip to Amarillo Monday.  
 —"More People—More Farms"—  
 Mrs. May Fellers of Clovis arrived Saturday and is visiting her mother Mrs. H. L. Casebeer.  
 —"More People—More Farms"—  
 Miss Fay O'Brien of Amarillo is the guest of Miss Mary Wilkinson this week.  
 —"More People—More Farms"—  
 S. D. Steele left here Tuesday morning for Terrell, Texas, to take up his college work at T. M. C.  
 —"More People—More Farms"—  
 Mrs. Roy Stocking and daughter, Miss Josephine, left Tuesday morning for their home in Plainview.  
 —"More People—More Farms"—  
 Misses Gladys Bryant and Dollie Ward left for Clarendon College on Tuesday morning.  
 —"More People—More Farms"—  
 Mr. and Mrs. Fred Lanser left Saturday morning to visit members of the family at Bovina.  
 —"More People—More Farms"—  
 Mr. and Mrs. Joe Greer and baby of Lockney, Texas, were visiting relatives in Hereford last week.  
 —"More People—More Farms"—  
 Mrs. Dick Norton left on Saturday morning to visit Miss Bessie Frazier at Groom, Texas.  
 —"More People—More Farms"—  
 Mrs. A. Gibson left for Wichita Falls, Texas, Saturday morning after spending several days with home folks.  
 —"More People—More Farms"—  
 Mrs. Obey Blanchard and two children left Saturday morning for Vernon, Texas, where she will visit her parents.  
 —"More People—More Farms"—  
 Barnard Hicks returned to Arlington, Texas, Monday morning, at which place he is attending Junior A. & M.  
 —"More People—More Farms"—  
 R. M. McMurtry returned Monday from a business trip to Valley Mills, Texas.  
 —"More People—More Farms"—  
 Mrs. H. D. Roberts, who has been visiting her sister, Mrs. Glenn Snyder, returned to her home in Amarillo on Monday.  
 —"More People—More Farms"—  
 Miss Frances and Edith Bule left for Colorado Tuesday morning. Miss Edith goes to Trinidad and Miss Frances to Denver.  
 —"More People—More Farms"—  
 Miss Lindsey Spight returned to her home in Oklahoma City Tuesday morning, after a visit in the home of her sister, Mrs. W. R. Hill.  
 —"More People—More Farms"—  
 Miss Dossie Mae Steele, daughter of Mr. and Mrs. M. L. Steele, reached here the latter part of last week from S. M. U. Dallas.

Miss Virginia Laird left for Milford, Texas, T. P. C. to begin her second term. Mr. Laird accompanied her to Amarillo.  
 —"More People—More Farms"—  
 Miss Rella Nugent of Amarillo was the guest last week of Miss Victoria Wilson. Miss Nugent returned home Tuesday morning.  
 —"More People—More Farms"—  
 Misses Cleo Snelson and Geneva Brunley left for Clovis Monday morning. Miss Brunley will make her future home with Miss Snelson.  
 —"More People—More Farms"—  
 David Miles of Adamson, Oklahoma, reached Hereford Monday morning. Mr. Miles was called here by the death of his mother, Mrs. E. Miles.  
 —"More People—More Farms"—  
 Mrs. S. H. Condon returned home to Clarendon Saturday morning after spending the holidays with her parents Mr. and Mrs. W. B. Farmer.  
 —"More People—More Farms"—  
 Mr. and Mrs. G. D. Calson and children returned to their home in Wellington, Texas, after spending the holidays here visiting relatives.  
 —"More People—More Farms"—  
 J. A. Wiles went to Amarillo Monday morning to meet his wife who has been visiting relatives in Clarendon and Childress.  
 —"More People—More Farms"—  
 Bruce and Gwynne Guthrie of Fairmont College, Wichita, Kansas, are visiting their parents, Mr. and Mrs. B. F. Guthrie, over the holidays.  
 —"More People—More Farms"—  
 Messrs. William Black and Harold Hicks and Miss Mary Hicks left Tuesday morning for Waco, Baylor University.  
 —"More People—More Farms"—  
 Mrs. Jack Lester of Amarillo reached Hereford Tuesday morning and is visiting her parents, Mr. and Mrs. W. B. Dameron.  
 —"More People—More Farms"—  
 Jim Robinson and family reached home Tuesday morning from Crawford, Texas, where they spent the holidays with Mrs. Robinson's relatives and friends.  
 —"More People—More Farms"—  
 The annual meeting of the Hereford Benefit No. 2 will be held at my office in the Reed Grocery Store Thursday, January 3, at 2 p. m., to elect officers for 1924. W. W. Bennett, Secy.  
 —"More People—More Farms"—  
 Mr. and Mrs. R. L. Wilmoth left here Saturday morning for their home in Farwell. Mr. and Mrs. Wilmoth visited relatives, Mr. and Mrs. M. D. Fincher.  
 —"More People—More Farms"—  
 Mr. and Mrs. Henry Hellman and two children went to Umberger Monday morning to visit in the home of Mrs. Hellman's parents, Mr. and Mrs. W. Erdman.  
 —"More People—More Farms"—  
 The annual meeting of the Hereford Benefit Association No. 1 will be held at my office at the Reed Grocery Store Wednesday, January 2, at 2 p. m., to elect officers for the year 1924. W. W. Bennett, Secy.  
 —"More People—More Farms"—  
 Mr. and Mrs. Otho Beene, Carl Shirley and Mr. and Mrs. C. L. Morris left for Amarillo Monday morning. Mr. and Mrs. Morris are enroute home to Vega and Mr. Shirley to Adrian. Mrs. Shirley and daughter will remain in Hereford for a few days.  
 —"More People—More Farms"—  
 M. S. Hershey, "Chocolate King," sets a new philanthropic record by giving \$60,000,000 to the Hershey school for Orphan Boys. His entire estate reverts to the school through trustees after his death.

**Dairy Expert to Announce Speaking Date Here Soon**  
 Local dairy farmers will be interested in the news that Prof. J. W. Ridgeway, with the Mistletoe Creamery people will probably appear at Hereford within the next two weeks and deliver a lecture and demonstration on the dairy cow and her products.  
 The exact date and place will be announced later. Prof. Ridgeway was formerly head of the dairy department of the A & M College of Texas, and is admitted to be an authority on his subject.  
 —"More People—More Farms"—

**Hill & Ireland Expand to New Suite of Offices**  
 The real estate firm of Hill & Ireland have leased the five rooms in the suite heretofore occupied by Dr. W. F. Gabbert in the Clark Drug Store building and will move into their new quarters on January 1. Dr. Gabbert has moved his offices to the rear of the same building.  
 This enterprising real estate firm is rapidly growing, having recently admitted French Thurmond to their staff, and now require more room in which to transact their business.  
 —"More People—More Farms"—

**Mrs. J. P. Haislip Dies at Her Home, Tucson, Ariz.**  
 Word was received here by Miss Nell Farmer that Mrs. J. P. Haislip, mother of Miss Pauline Haislip of this city, passed away Sunday at Tucson, Arizona. Miss Haislip left for Tucson last Thursday morning having received a wire that her mother, who has been ill for a long time, was sinking. The remains were shipped back to the old home at Commerce, Texas, for interment.  
 —"More People—More Farms"—

**Missouri Man, Non-resident Owner, Brief Visitor**  
 J. G. Lakenan of Mexico, Mo., owner of the Four Mile place north on 25-Mile Avenue, came in on Tuesday morning's train for a visit of a few days. Mr. Lakenan is enroute to California and stopped off here to inspect his property.  
 —"More People—More Farms"—

(Continued from page 3.)  
 more than a hundred calves from the average cow half cared for. Good barns will protect good fat stock, and it will not be unusual to find the hog and poultry yards dotted with good buildings.  
 Graded roads will be erected on nearly all section lines and the highways will be paved or graveled. Telephones and rural routes will be the privilege of all. Also the radio will not be a stranger.  
 On farms where irrigation is practical there will be good orchards, gardens, fields of sugar beets, alfalfa, and the honey bee will be at home. There is no better honey than that made from the alfalfa bloom.  
 Many geologists believe that gas will be plentiful and then modern light and heat, also power for pumping will follow. Electricity will be generated for many purposes.  
 Cotton will be the leading money crop and cotton gins will be located in towns and every few miles through the country.  
 The best quality of wheat can be raised, oats, barley and other small grain will be found growing in the fields of the most progressive.  
 It is possible to raise a good quality of ribbon cane syrup and the pumpkins from the cane mills put in silos for cattle feed.  
 Our towns will contain factories which will turn the products of the farms into commercial substances of commerce. Schools will be multiplied in both country and town. Children will be carried to and from school in well equipped busses.  
 Church spires will be seen in many places where the grass is growing today, and the church records will contain names from the lowly and humble to the greatest.  
 —A Subscriber.

**W. S. WILLIAMS**  
 Live Stock and General Auctioneer  
 HEREFORD, TEXAS  
 Date List at Brand Office  
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 The A. L. BIGGS Agency "Dependable Service"  
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**APPLES—POTATOES**  
 of the very best quality. Bring us your Cream Poultry and Eggs  
**Golden Rule Produce**  
 H. H. HAWKINS, Mgr.

**GOOD CHEER TO YOU!**  
 during these Holidays, and prosperity to you in 1924. We appreciate your good will in the past and will try to merit its continuance.  
**GARRISON BROS.**

**JACK'S SHOE SHOP**  
 I have opened up a real Shoe Shop—where I will do good work for you at right prices—  
 You will find me in the old Price & Hough building, next door to Dunlap Hardware.—Give me a trial.  
**Jack Hagar, Prop.**

**Good Coal**  
 NOW ON TRACK—MORE ROLLING  
 can supply your needs with the best coal FEED of all kinds, grain, bran, cotton seed meal and cake.  
 Phone 265—We Deliver  
**B. R. DIXON**  
 at Great West Elevator

**If you want to Sell your Land List it with Us**  
 We do not anticipate a big business during the winter, but we do expect some buyers who will buy bargains.  
 We are still in the loan business.  
**Hill-Ireland Realty Company**

**Start Right**  
 Begin the New Year right with the hardware that will meet all your requirements. Nothing so small but what we can get it for you. We want to begin the New Year with a big lot of accommodation and appreciation for your past business and asking only a reasonable profit on our wares.  
 Try us out.  
**Dunlap Hardware Company**  
 HAVE WHAT YOU WANT WHEN YOU WANT IT

**Ring out the Old Year; Ring in the New**  
 At the dawn of this season, let us face the responsibilities that are before us with courage and vision, highly resolved to serve to the best interest and happiness of each friend, citizen and neighbor, and for the advancement of our community and state.  
 We earnestly solicit your friendship and patronage throughout the new year.  
**The Western National Bank of Hereford**

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**Another reason why Buick is The Standard of Comparison**

There is no opening between the mudguards and the body of Buick automobiles. The car is completely protected against mud and water by the distinctive Buick design.

SIXES		THREES	
Five Passenger Touring	\$1295	Three Passenger Sport Roadster	\$1675
Two Passenger Roadster	1275	Four Passenger Sport Touring	1725
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Five Passenger Double	1695	Seven Passenger Touring	1565
Seven Passenger Touring	1565	Seven Passenger Sedan	2285
Four Passenger Coupe	1995		

  

FOURS	
Five Passenger Touring	\$ 965
Two Passenger Roadster	935
Five Passenger Sedan	\$1495
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**RENFRO & SONS**  
 Hereford, Texas

When better automobiles are built, Buick will build them.