

Fine Herd Hereford Cattle is Sold Here

The largest sale of registered Herefords recorded here since the "good old days" before the depression in cattle prices occurred about 11:30 o'clock Saturday night when Jones & Dameron of Hereford transferred about fifty lots of line bred Anxiety 4th cattle to R. V. Colbert & Son of Stamford, Texas. The consideration was approximately \$300 per head, the sale including four bulls, twenty five cows, sixteen yearlings, and the remainder calves.

The cattle were shipped to Stamford Tuesday morning to the splendid Colbert ranch near Stamford, said to be one of the most complete and up-to-date establishments of the kind in the country. The Colbert outfit is a stupendous one, with \$100,000 worth of improvements on one ranch, it is said.

It has been claimed for the Jones & Dameron herd that it contains the best blood lines in the Southwest today, and it was certainly the best known herd in this section. Some regret was heard locally over the loss of so many fine animals to this territory, but Messrs. Jones & Dameron stated emphatically Tuesday that the sale does not mean they have discontinued business. On the other hand they announce themselves in better shape than ever now to supply fine breeding stock for the ranges of this country.

They have 200 head of registered animals left, headed by four or five bulls of illustrious lineage. The sale enables them to dispose of one ranch and one herd and enables them to concentrate their efforts on the fine nucleus they reserved on the old Lupton place of four sections on the Tierra Blanco. They feel that they can now give more attention to the breeding and sale of the young stuff they produce, to the benefit not only of themselves but of the entire Hereford industry in the southwest.

The big sale is but another indication of the revived financial conditions in this territory, in the cattle business as well as every other line of endeavor.

Hereford Brands Calves by Score 32 - 18 Saturday

Last Saturday afternoon the Hereford High basketball team played Canyon Training School Calves at Hereford. The game was good considering the high wind. Hereford won by a score of 32 to 18. Canyon played a good game but were not fast enough to stay with our boys.

The outstanding star for the locals was Abbie Posey. Abb threw 15 of the 32 points made by the whole team.

The other boys played a very consistent game but were not as lucky as Abb. If nothing happens the coach said he was going to take this bunch of his to Plainview next Friday to win the Wayland College Tournament. There will likely be one more game here before the season closes. If so it will be about the twenty second of this month with Friona.

Lineup for both teams:

Hereford	Position	Calves
Carroll	Forward	Williams
Posey, A.	Forward	McDaniels
Posey, J.M.	Center	Head
Hines	Guard	Brown
Russell	Guard	McCormick
Referee	Woods	Hereford.

Hereford High girls and Clovis pulled a big basketball game at Clovis on Saturday afternoon, the score being 29 to 34 in favor of Clovis. One disadvantage for the Hereford girls was the indoor court.

George McCurry and Truman Hines in Land Game

George McCurry resigned his position at the D. R. Gass store about a week ago and has embarked, with Truman Hines, in the land business.

Chas. Minger of Iowa To Improve Land Here

Charles Minger of Wadena, Iowa, left Hereford Tuesday morning for his home. Mr. Minger owns land about twelve miles south near the Carl Frye place and was here to look his land holdings over. Mr. Minger said he would begin to improve his land in the fall.

J. C. Hull of Amarillo Buys Out Tubb Shoe Shop

J. C. Hull of Amarillo purchased the Tubb Shoe Shop Monday and immediately took charge. Mr. Hull is an experienced shoe maker and repairman. Mr. Tubb is traveling salesman for the Shaw Advertising Co. and has a large territory in West Texas. Mr. Tubb left Hereford Tuesday morning on his round trip.

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

24TH YEAR, NO. 7

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, FEB. 12, 1924

GUARDS PAY ROLL COULD BE SWELLED

IF NINETY MEN WOULD SIGN TOTAL IS \$9,842.60

16 FIRMS ENROLL

Main Street Concerns Are Well Represented on the Roster

Major Neill H. Banister of the Texas National Guard, who has labored hard and earnestly to put the Hereford company on its feet, was highly gratified at the wire Captain Farmer sent him last Wednesday night, announcing that Hereford had raised the minimum enlistment and was now an accredited unit of the Guard. He writes Captain Farmer, in part, as follows:

"I congratulate you upon the splendid news which came to me in your telegram of February 7th. You have fully justified my confidence in your ability to do it and my faith in Hereford as the permanent home of one of our National Guard Companies.

"I hope good fortune will bring me out your way in the near future as I will be glad to see you and all the boys."

There are lots of interesting things about this new Guard unit at Hereford. For instance, no less than sixteen business concerns on Main street have representation in the company's ranks. These sixteen are Rockwell Bros Lumber Co., City Cafe, Orr's Tailor Shop, Gyles Grocery, Hereford Brand, Price & Hough, Auto Utility, Pastime Barber Shop, Sweet Shoppe, Hereford Nursery, Biggs Insurance Agency, Great West Mill & Elevator Co., Boone & Shaw Barber Shop.

Here's another prospect: If the strength of the Guard unit can be raised to ninety men it will bring nearly \$10,000 per annum to the city as payroll—\$9,842.60 to be exact. Here's how it is figured: the Captain would draw \$769.50, first lieutenant \$441.30, second lieutenant \$361, first sergeant \$137.40; seven other sergeants \$819.00; seven corporals \$672, twenty six first class privates \$2,262.00, fifty two other privates \$3,900.00, rent for building \$480, total \$9,842.60.

With such a payroll in sight is it not worth while for all the citizens to back the boys and run that total up to ninety?

—More People—More Farms—

Excellent Dairy Lecture Given by Prof. Ridgeway

An audience that in size did not do justice to the occasion heard Prof. J. W. Ridgeway talk on the dairy cow at the Christian church last Friday night. The Hereford Band gave a fine preliminary concert that was much appreciated, and B. B. Holland of the Mistletoe Creamery Co., preceeded the lecturer in a short business address. G. A. F. Parker acted as master of ceremonies and introduced the speaker.

Prof. Ridgeway used slides and a lantern to illustrate his points and his audience followed him closely and interestedly through his lecture on how to judge the dairy cow. The slides showed the good cows and sires and the bad cows and sires.

During the day Friday local dairymen took Prof. Ridgeway over the country and received many valuable pointers from him in looking over the local herds. It is hoped to have him return here again this year for additional work with the men who handle and believe in the dairy cow.

—More People—More Farms—

Joint Glee Clubs Program Promises Very Rare Treat

The joint musical of the Boys and Girls Glee Club of the Hereford High school, to be given at the Christian church on the night of February 22 promises many rare and entertaining features, according to an outline of the program obtained this week from Miss Mattie Swisher, director.

The pupils are studying the fifty musical numbers on which prizes will be awarded this year by the State Music Memory Contest, and the program will be made up from these numbers. The course is divided into ten divisions and the Clubs will render numbers from the following divisions: folk songs, art, oratorio, opera, dance rhythms, overtures, symphonie movements and miscellaneous pieces. The selections will consist of vocal, violin, saxophone and other offerings, and in some the boys and girls will sing together and in others separately.

Cotton Raised Here Yielded More of Lint Per Acre Than the Average of Entire State

STATISTICS ON LOCAL CROPS ARE NOW BECOMING AVAILABLE AND SHOW THAT IN SPITE OF HARD SEASON THE HEREFORD COUNTRY IS REAL HOME OF STAPLE AND WILL STAND TEST

Cotton statistics available from crops which have been completely harvested in the Hereford country show some very interesting figures. They really prove that the yield of cotton from the various farms around Hereford compares favorably with the best cotton sections of Texas—and Texas is the cotton State par excellence, with forty three per cent of the American 1923 crop to her credit.

J. F. Ward with five bales from ten acres probably leads the list of dry farmed cotton. Grady Wilson, farming ten miles west, picked twenty six bales from eighty five acres and in 1922 got nearly five bales from eighteen acres. C. P. Caldwell, who lives six miles north on Twenty Five Mile Avenue, grew twenty six bales on sixty acres, and a year ago got nearly three bales from eight acres. Both Messrs Caldwell and Wilson grew cotton in 1922 and are the real pioneers of the Hereford country on cotton. Their 1922 crop did so well that they both planted more than five times their acreage in 1923 and were certainly justified in their acreage increase.

The greatest yield for 1923 in the Hereford country was made by J. David Thompson on his irrigated farm north of Joel. Mr. Thompson picked five big bales of good cotton from four acres of land. The five bales netted \$792, or \$198 an acre. Percy Welliver got 22.5 bales from forty acres. To be exact Mr. Welliver grew 11256 pounds of lint cotton which sold for \$2694.11 net above cost of picking and ginning. The farming was done by G. R. Keith on a fifty-fifty basis and Mr. Welliver received as rent \$33.67 per acre net.

J. Walter Spradley, formerly of Collin county, Texas, planted twenty three acres to cotton and picked thirteen bales. About half of Mr. Spradley's land was irrigated and the total yield was .57 bales per acre. D. L. McDonald got twenty four bales from forty acres of land which was irrigated twice—once in July and again in August.

The dry land farms mentioned above produced 184 pounds of lint cotton per acre and the irrigated land 300 pounds lint cotton to the acre. The average from this acreage—both dry and irrigated—is 242 pounds of lint cotton to the acre. So with 127 pounds of lint cotton as the Texas average why shouldn't we feel elated over our 1923 cotton crop? There may be other yields even better than this as a great many farmers have not yet reported. However, cotton as a money crop has taken its place with the farmers of the Hereford country and will do more than any other crop to settle our idle acres with good farmers.

PETITION IS ISSUED FOR NEW HIWAY

STATE ASKED TO TAKE OVER PLANVIEW-VEGA HIWAY

APPLAUD CASTRO

Congratulations Extended to Sister County For Progressiveness

The usual good crowd of good-natured progressives met in weekly luncheon at the Stockman's Cafe Monday and discussed ways and means of making the Hereford trade territory more prosperous and a better place in which to live and make money.

President McDonald read a synopsis of facts concerning the cotton raised in this territory the past year, shown in another column of this paper, which was a revelation even to the Hereford men present. Reports collected to date indicate that around 30,000 acres of cotton will be planted in this section in 1924, and suggestions for more gins, seed and other things entering into the cotton movement were made and talked over.

A resolution addressed to the State Highway Commission was adopted, in accordance with a suggestion of County Judge Megert, petitioning for the establishment of a State Highway connecting Plainview, Dimmitt, Hereford and Vega. Judge Megert and the commissioners court of this county are working actively on this project and hope to see this highway recognized by the state soon.

A resolution was also adopted congratulating the citizens of Castro county on the organization of a Commercial Club for the promotion of their interests, and offering any possible assistance to the new club.

Banquet Chairman Homer Wilkinson reported on progress to date for the big fund on the night of February 21. The committee reported that J. A. Hill, president of the Normal at Clinton, and Joe L. Pope of Woodward, Oklahoma, had accepted invitations to be present and make addresses.

V. H. Williams of Sioux City, Iowa, formerly actively connected with County Agent work in that state, who was in Hereford for the day, made a short, snappy address. A bunch of routine business on the secretary's desk was gone over. Next Monday the luncheon will be held at the Cordoba Hotel.

Those present were: D. L. McDonald, E. B. Black, A. Herbst, N. C. Yegle, C. A. Skelton, W. E. Dunlap, W. B. Stockman, A. A. Ott, S. B. Hofman, H. B. Webb, A. L. Biggs, L. Baskin, D. F. Ashbrook, L. W. Carlyle, Ralph Barnett, C. C. Rockwell, Walter Spradley, V. H. Williams, E. W. Harrison, T. B. Tillotson, Homer Wilkinson, L. W. Hough, Frank Gyles.

—More People—More Farms—

Community Working at West Way School, Feb. 23

The West Way school, eight miles west of Hereford, is to be the scene of a big dinner and All-Day Community Working, on Saturday, February 23, according to plans now being matured. The residents of the West Way school community are progressive and ambitious to make their school the best and most attractive in the country, and to that end are prepared to plan a number of suitable trees on this occasion and adopt a regular landscape beautification plan for the future. The twenty third has been set aside as a day of planning, working and sociability, and big things from a community standpoint are anticipated from this gathering.

There are thirty odd pupils in this school, which has Miss Fern High as teacher of the upper grades and Miss Estelle Stinton in charge of the grammar grades. The people of Deaf Smith county are cordially invited to attend the meeting on February 23 and participate in the celebration.

—More People—More Farms—

Iowa Man Visits Here: Will Improve His Place

V. H. Williams of Sioux City, Iowa, arrived here Saturday morning and departed for Friona Monday morning. Mr. Williams owns land northwest of Hereford and is prospecting and will probably improve his land before spring.

Jack Mounts of Dallas and Miss Mattie Mounts, his sister, who is teaching at Muleshoe, Texas, arrived here Saturday morning and gave Mrs. Mounts a delightful surprise. Mr. Mounts is attending to business matters.

He Can't Climb the Cap Rock



—Reproduced through the Courtesy of The Dallas News.



on February 2nd or not, but he should not have been out on the third and fourth or there wouldn't have been anything left of him. We have had the worst dirt storm in some time. The high wind wrecked several windmills and a car top.

Ray Cowser of Dimmitt spent Saturday with Leland Smith. Jimmie Williams spent Sunday with K. Roberts.

Mr. and Mrs. Loyal Lust spent Tuesday and Wednesday with Mr. and Mrs. Earl Lust at Hart.

Irvin Hamilton helped Mr. and Mrs. G. F. Branson move Wednesday.

Mrs. D. Smith and son made a business trip to Dimmitt Thursday. The men have finished their threshing this week.

Ray Simmons spent Tuesday night in the home of his parents, Mr. and Mrs. Henry Simmons.

—'More People—More Farms'—

JOEL

The only damage we have heard from the storm of February 8, in this neighborhood, was the wrecking of the pump house and tower on the Green Valley farm, where Ray Hershey lives. We noticed one of the long upright timbers twisted off and the whole tower in kindling wood. The falling of the tower mashed in the roof of the house.

On February 7 a young son came to make his home at Walter London's. This makes them two boys. Mother and baby are doing well.

We were sorry to learn that J. David Thompson had been sent for as his wife was not so well, and an operation was necessary. Mr. Thompson left at once for Vernon.

Wm. Rambo has added another improvement to the neighborhood. He moved a house on to his farm.

Mrs. Madge Meeks has been spending the week with her aunt in Hereford.

Katherine Hershey spent the night Thursday with her schoolmate Wanda Purcell.

A. E. Chamness and son Lester of Moran, Texas, have been in the neighborhood attending to business and calling on their old neighbors.

Lots Smith spent Thursday night with Mary Ella Hershey.

Mrs. W. G. Slagle helped Mrs. Lee Conklin cook for the threshers Saturday.

Walter Botts has been having the croup but is now better.

Mrs. B. B. Easter of Dimmitt is with her daughter, Mrs. Walter London, and taking care of the new grandson.

Mrs. Mimmie Walker helped Mrs. W. G. Slagle cook for the threshers.

Mrs. Felix Robinson visited with Mrs. O. L. Sharp one day last week.

Wm. Wombie of Hereford has been spending the week with his aunt, Mrs. M. O. Meeks and going to school. He

brought his gun along to while away the time hunting rabbits and sparrows that are such a nuisance to the farmers, especially when the crop is down on the ground.

Ruth Botts went home from school Friday night with E. Dora Smith.

Mr. and Mrs. Ray Hershey and Mr. and Mrs. C. P. Galley called on C. C. Bowman and family one day last week.

—'More People—More Farms'—

DIMITT

February 11, 1924.

Mrs. B. D. Woodlee and daughter, Mildred, son Brooks, Ola and Sallie Moline Brashears and Leona Hasings were shopping in Hereford Saturday.

Little Desamoy Ramey has been quite sick the past week but is now improving.

Mrs. Balleger of Tulla is visiting in the home of her daughter, Mrs. Donald Duree this week.

Velma Burnam spent Sunday night with Ruth Burton.

A large crowd attended the sale at Mrs. M. Rippe's Saturday.

Rev. J. A. Lindley preached here Sunday morning and evening.

Mrs. Carlos Reynolds is on the sick list this week.

Sisters Germaine, Joseph and Victoria of Nazareth attended the teachers meeting in Dimmitt Saturday, and visited in the home of Dr. and Mrs. Miller. Dave Shepard was sick last week but is now improving.

Mrs. Jake Acker and small daughter of St. Francis, Texas, are visiting the home of Mrs. Acker's parents, Mr. and Mrs. John Bell.

Stork Visits County Judge's Home

Dr. Miller reports the arrival of a fine seven and a half pound boy at the home of Judge and Mrs. Ray E. Sheffy, born Sunday, February 10. The little fellow has been named after his father, Raymond E. Sheffy.

Mrs. Godwin of Hereford is nursing the mother and son, and reports both getting along nicely.

Leonard O'Neal attended the funeral

(Continued on Page Three.)

W. S. WILLIAMS

Live Stock and General Auctioneer
HEREFORD, TEXAS
Date List at Brand Office
Phone: Office 251; Residence 198

BARNHART & SULLIVAN
Phone 33
Blacksmithing, Welding, Light Machine Work—
Plumbing and Sheet Metal Work

Abstracts and Loans
J. Frank Potts

Maps, Deaf Smith Co.—50c

ELLISTON - JONES - BRAY
LAND CO

FARMS, RANCHES, CITY PROPERTY

Numerous Tracts of Various Sizes

Listed For Sale

Extensive Clientele in the Boll Weevil Country who are looking this way

See Us For Bargains

OATS - SPELTZ
and
BARLEY SEED

Phone 1

Jones & McLean

All Lamps Reduced in Price!

25 - 40 - 50 Watt Lamps now	30c
60 Watt Lamps	40c
100 Watt Lamps	60c
200 Watt Lamps	\$1.00
300 Watt Lamps	\$2.20

We will now carry in stock the daylight lamp

(blue) in 75 watt size which will sell for **70c**
(This is a very popular lamp)

These are lower prices than lamps have ever sold for heretofore. This is a good time to fill all the empty sockets with these low priced lamps

Hereford Light & Power Co.

"Your Electrical Servants"
Phone 388

It Will Pay You

to visit our store and investigate the offering in our big

Semi-Annual Clearance SALE

Now going full blast

FOX Mercantile Co.

Our Neighbors

SIMS SCHOOL HOUSE

Mrs. John Rector visited with Mrs. B. H. Rice one day last week.

Last week end Prof. C. C. Wimberley and wife, of Adrian, made a short visit with Prof. Wimberley's parents at Lockney, Texas.

Mrs. Temple Lynch visited with Mrs. John Rector one afternoon the past week.

R. L. Ferguson made a business trip to Adrian the past week.

Euclid Whitten transacted business in Adrian Tuesday.

Mrs. Charlie Hood and little daughter, Wanda, spent Tuesday night with Mrs. Nell Lynch.

Ewing Landers is working on the Wimberley ranch.

Guy Gibson is working for the Rail H. Ranch. He had been working for some time on the Wimberley ranch.

Miss Katherine Rector was in Adrian last Friday afternoon.

Euclid Whitten was in Vega Wednesday.

Ben Rice made a business trip to Adrian last Monday.

Charlie Hood is moving to Kelso this

week. He is going to work on the Valentine ranch.

Last week was fine weather until Sunday morning, a terrible windstorm came up and blew a terrible gale for about forty hours.

Wilson Reed is on the sick list this week, hope for him a speedy recovery. Jesabell and E. C. Rice are absent from school this week on account of the sore eyes.

R. L. Ferguson made a business trip to Hereford last Thursday.

—'More People—More Farms'—

WYCHE

Ruby Dugan spent Saturday night with Mrs. Clem Dugan.

Mrs. J. C. Williams visited Mrs. Hough Tuesday.

Mrs. Goodwin spent Wednesday and Thursday with Mrs. Aikman helping her prepare for the threshers.

Mrs. Clayton visited Mrs. Woolery on last Tuesday.

Mr. and Mrs. Paddock moved back to their old home Wednesday. Mr. Paddock will cultivate two places but will sub rent one.

Mr. and Mrs. R. W. Hough and chil-

dren visited in the Moseley home on Thursday afternoon.

Mrs. Clayton and children visited Mrs. Aikman Thursday afternoon.

Mr. and Mrs. Clem Dugan moved to a place twenty two miles from here and six miles from Wildorado.

Mr. and Mrs. R. W. Hough and family, Mr. and Mrs. Sam Hembree and family spent Sunday with Mr. and Mrs. J. C. Williams.

Butch Elliston visited in the Wyche home Tuesday.

Mr. and Mrs. Lee Mitchell have moved in the new house on the Jenkins place.

Mr. and Mrs. Grimes from the south neighborhood entertained with a dance Friday night. All who were present report a fine time.

—'More People—More Farms'—

BETHEL

Mr. and Mrs. Loyal Lust were dinner guests of Mrs. Ed Smith Sunday.

Irvin Hamilton took a truck load of cotton to Olton Monday.

John Bell and son in law of Dimmitt ate dinner with K. Roberts Saturday.

There were fourteen present at Sunday school Sunday. The dirt storm proved too much for the most of us.

E. R. Rothwell took a load of cotton to Hereford last week.

Leland Smith made two business trips to Dimmitt Saturday.

Messrs. K. Roberts and Ham Lambert made a business trip to Dimmitt Monday.

We are not sure about the groundhog, whether he stayed out very long

Fire!

What a blood-curdling cry to hear at midnight—especially if you are not fully insured. Prices have gone up. Anything burned now will cost more than the purchase price to replace. Let us help you figure what is the real value of your insurable risk. You will sleep better nights—and so will we, knowing we have done our duty.

The Hereford Insurance Agency
RALPH BARNETT, Mgr.

If Saving Were All

If just the putting away of money in a savings bank were the only object of saving, it would be of little benefit. The depositor would be simply a miser.

Money is meant to be used, wisely and with regard to real needs and wants. Wise investments can be made only with ready money and a savings account furnishes ready money.

We stand ready and eager at all times to advise our depositors of good investments—places for the money they have saved. Open your account today.

First State Bank & Trust Co.

Guarantee Fund Bank

The Hereford Brand

ISSUED TUESDAYS AND FRIDAYS

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

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

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three months \$1.00

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ALL SUBSCRIPTIONS STRICTLY IN ADVANCE.

Commercial locals 10c per line per insertion. Card of thanks 5c. Ordinary notices in excess of thirty lines will be charged for at the rate of 10c per line, no charges on first thirty lines. Church and society locals where an admission is charged 10c per line.

Classified Advertising

Want Ads., Reprints, 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—Seed oats and maize heads. See me at my place 8 miles northwest of J. Frank Potts.
7-2t-pd GEO. J. NASH.

FOR SALE—Buckeye. Coal Burner Brooder, used three seasons, at half price.
7-2t-pd MRS. J. M. KIMMONS.

FOR SALE—Seed oats, seed kafir and higeria.
7-2t S. G. MOORE.

FOR SALE OR TRADE—Emerson 20-40 tractor in good condition; would trade for work mules. Also stud horse, full blood Percheron for sale or trade.
6-4t Q. R. SHELTON, Phone 231.

FOR SALE—A seven passenger Cadillac automobile in good mechanical condition; will take oats, kafir or maize at 20c per bushel above market price.
6-4t See CONNELL LAND CO.

FOR SALE—Five, two year old, and three one year old Anxley bred registered bulls. Must sell at once.
6-4t-pd G. W. McILROY, Hale Center, Texas.

FOR SALE—Clean, spring Macdonald seed wheat for planting. See
6-2t N. E. GASE.

EGGS FOR HATCHING
Buff Orpington eggs from Pen 1 at \$2.50; Pen 2 at \$1.50. Fertile eggs guaranteed.
6-4t J. C. RICKETTS.

SEED OATS
FOR SALE—Good clean seed oats and speltz. Team work mules and a one row lister.
4-4t Phone 187, H. C. Bowsber.

FOR SALE OR TRADE—Young work mules, broke and unbroke, also some work mares. Phone 384 F-2.
4-4t OTT BROS.

FOR SALE
Good R. I. Rose Comb Red Eggs, ready to go right now, \$1.00 per 15. Phone 201 or 149.
N. C. VOGELE.

EGGS FOR SETTING
Setting eggs from flock of R. I. Reds that have the run of the place which insures fertility and strong chicks—\$3.50 per 100. Phone 250.
5-4t J. F. WARD.

PIANO
FOR SALE—Good second hand Bush & Gerts piano in good repairs and recently tuned, ready to go.
4-4t-pd E. H. Fullwood, 2nd Hand Store.

FOR SALE—Seed Speltz, oats, spring wheat. See JOE HASTINGS.
6-2t Dimmitt, Texas.

FLOUR
We have the exclusive sale on Bell of Vernon soft wheat and Hercules hard wheat flour, both the highest patent and guaranteed. Get our prices.
GEO. A. STAMBAUGH, Cash Grocery.

FOR RENT

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

LOST AND FOUND

FOUND—A bunch of keys. Call at Brand office.
7-2



From Neighboring Towns

DIMMITT
(Continued from Page 2)

of a cousin in Tulsa last week. Bill Burnam returned the latter part of the week from Oklahoma City, where he spent a few days attending to business.

Mrs. Rena McAnally of Abilene, Texas, is visiting in the home of Mr. and Mrs. Mark Cowart. Mrs. McAnally is a niece to Mr. Cowart.

Mrs. J. E. Turner visited in the W. W. Acker home Friday. Little Emely McLean has been on the sick list the past week.

Mrs. Mayes Miller has been very sick the past week but is able to be up again.

John Lang of Nazareth was in Dimmitt Saturday.

The Workers monthly meeting of the Tierra Blanca will meet with the Dimmitt church February 21. An interesting program has been arranged for the day and lunch will be served at the church at the noon hour. Everyone is invited to come out on that date.

Brother Lindley has arranged to teach a B. Y. P. U. training school here, beginning sometime in March. The exact date will be mentioned later.

The play given Saturday night, entitled, "Farmerette," by the Girls Auxiliary of Hereford was thoroughly enjoyed by a large audience.

Mrs. Roy Haberer and son Rodger of Big Square are visiting in the home of Mrs. Haberer's parents, Mr. and Mrs. Mark Cowart.

Mrs. Tom Tate of Dimmitt left Hereford Saturday morning for Farwell, Texas, at which place she will visit her sister, Mrs. Thomas Baton, and family.

Why don't you go to Church?

WANTED

WANTED—Well drilling and wind mill repair work. All work guaranteed. See me or write Box 219, Hereford, Texas.
5-8t-pd CLYDE ROBERSON.

PLOWING DONE—For Sod Plowing see W. A. Knox, Phone 62 F-2.
4-4t-pd-tf

WANTED PLOWED—One or two sections; also good work mules to sell, see J. L. FUQUA, Hereford.
Dead Carcasses removed free. Phone 3-F12. 104-8t-pd

E. W. Harrison, highway director of the Chamber of Commerce, also president of this division of the South West Trail, will represent Hereford at the general convention of the Trail at Kansas City, beginning Thursday.

The bright weather was again broken into last Sunday when a very light rain fell before a brisk and disagreeable wind. Monday it cleared up, however, and Tuesday showed regular California weather.

The Dawn School will give a play entitled "The Road to the City," on Friday night, February 15. Proceeds will be used in beautifying the school grounds.

Mrs. I. O. Morton and two children of near Friona were in Hereford Tuesday morning shopping.

Guy Gilliland returned to Los Angeles Monday morning. Mr. Gilliland has been visiting in Hereford for the past thirty days.

"More People—More Farms"

YES GREE, ED, A LOT OF THESE FELLOWS ALWAYS JUMPING AT CONCLUSIONS ARE GETTING SOME AWFUL FALLS!



Society

Mrs. Homer Fox entertained the members of the Bridge Club at her home Tuesday, February 4, with an enjoyable party. High score went to Mrs. Dow Mercer. At the close of the games a tempting salad course was served. Special invited guests for the occasion were: Mesdames Fred Oberthier, Jr., Jim Rutherford, George Overton, and Mrs. Pitman.

One of the most enjoyable club meetings of the season was held at the home of Mrs. George Guinn Friday, February 8. Mrs. Guinn was assisted as hostess by Mesdames S. Johnson and J. M. Gilliland. Twenty two guests were present. After a business session a social hour followed at the close of which delicious refreshments were served.

The Bayview Club held their regular meeting Thursday, February 7, at their club room. A very interesting meeting is reported.

LODGE DIRECTORY

Hereford Lodge No. 249, A. F. & A. M. Stated meetings, second Monday each month.
J. W. BRADLEY, W. M.
J. S. JONES, Sec.
Hereford Chapter 248, E. A. M. Regular meetings, first Monday of each month.
J. G. HASTINGS, H. P.
J. S. JONES, Sec.

Mrs. Ralph Paul of Star Ranch Passes to Reward

Mrs. Ralph Paul of the Star Ranch, south of Friona about fifteen miles, passed away early Monday morning. Mrs. Paul was only a little past eighteen years old and was married to Mr. Paul about six months ago in Lenox, Iowa. The remains were brought to Hereford Monday and were shipped to Lenox, Iowa, Tuesday morning, accompanied by Mr. Paul.

"More People—More Farms"

THE SADDEST THING
The saddest thing in life we find—we can't deny it—no one can, in seeing at his fight for life an aged, unsuccessful man.

The fates have wrecked his early hopes; his disappointments sap his will:

He drifts about, a derelict, and struggles, hopeless, worn and ill,

Not with a light to struggle toward, ambition written on his brow,

But merely that he may escape the darkness that surrounds him now.

The plans he laid, lost in the past, are buried with his shattered hopes,

And in the pain-filled maze of life, like some lost child he feebly gropes,

While no hand helps him on his way, or ministers to his distress;

He's had his chance and failed in life, and may no longer seek success.

By Harry Lee Marriner, in Dallas News.

"More People—More Farms"

Parent-Teacher Concert Central School, Monday

The Parent-Teacher Association will put on a concert at the Central School building next Monday night, the eighteenth, by all home talent.

E. Thompson of Rance Community Given Surprise

Sunday, February 10, Mrs. E. Thompson of Rance community gave her husband a surprise birthday dinner. The weather was not as pleasant as it might have been, but nevertheless a sumptuous feast was spread for fifty neighbors and friends. After an afternoon of great pleasure and enjoyment the guests all departed, wishing Mr. Thompson many more happy and prosperous years.

"More People—More Farms"

A. C. Barnhart Manufactures Own Machines Now

A. C. Barnhart has just completed two machines, one for disc rolling and another machine, a trip hammer. Mr. Barnhart says he believes in making his own tools and now has a blacksmith shop all of his own make.

"More People—More Farms"

Local Musicians Put on Concert in Amarillo

Mesdames Homer Fox and C. C. Acker and Rev. Paul J. Merrill went to Amarillo Monday. Mrs. Fox and Rev. Merrill sang some of Mr. Merrill's compositions at the Mission Theatre Monday night.

"More People—More Farms"

New Floor Being Put in For Electric Service

The Gordon building, occupied by the Electric Service Station, is being remodeled. A new concrete floor is being laid by Russell Carroll and his crew and J. C. Cummins will reconstruct the plumbing fixtures. The entire lower floor will be overhauled.

IT'S ODD, BUT TRUE!

It's the way of big business; of small and sound business, and the best way in the world to establish a worth while credit rating for individual or firm. A checking account, in the hands of a careful person, is a means of promoting financial well being and of saving.

Open Your Account Here Today!

The First National Bank

The Bank of Safety and Service

Next Spring—

With over 200,000 orders for Ford Cars and Trucks already placed for delivery during the next few months, we are facing a record-breaking spring demand.

Each successive month this winter has witnessed a growth in sales far surpassing that of any previous winter season. This increase will be even greater during the spring months, always the heaviest buying period.

These facts suggest that you place your order early to avoid disappointment in delivery at the time desired.

Ford Motor Company

Detroit, Michigan

It is not necessary to pay cash for your car in order to have your name placed on the preferred delivery list. You can make a small payment down, or you can buy, if you wish, under the convenient terms of the Ford Weekly Purchase Plan.

See the Nearest Authorized Ford Dealer

Lister Shares

We have shares for your P & O, Emerson or Deere Lister. See them and get the price.

Also plenty of harness and single trees.

Dunlap Hardware Company

(INCORPORATED)
HARNESS THAT YOU WANT WHEN YOU WANT IT

STAR THEATRE

Wednesday and Thursday, February 13 and 14

Solving the World's Greatest Problem
"DESIRE"
 a startling story of miscast, misshaped lives
 also a Pathe Comedy

Friday Night and Saturday Matinee, Feb. 15 and 16

BEBE DANIELS in
"PINK GODS"
 a PARAMOUNT PICTURE
 "Ruth of the Range" and a Comedy

Saturday Night, February 16

JACK HOLT in
"WHILE SATAN SLEEPS"
 and a Special Comedy



TOWN & COUNTY Personalographs

A. W. Nicks and family of Dallas arrived Monday morning.

Oyster Shells. Jones & McLean.

Mrs. G. C. Hutchinson of Tulsa were here last week visiting in the home of Mr. and Mrs. N. E. Gass.

Mr. and Mrs. Earl Bennett of Amarillo were here Sunday.

Mrs. N. E. Gass returned home from Canyon Monday morning.

W. Anthony left for Weed, Calif. Monday. Mr. Anthony visited his parents, Mr. and Mrs. W. B. Anthony, while in Hereford.

New hats in every day. Vogele Millinery Parlor.

Mrs. Geo. Sasser and little son, Duff, returned to their home in Clovis Monday morning. Mrs. Sasser visited her parents, Mr. and Mrs. W. B. Anthony, while here.

Mrs. M. Goldberg returned to her home Monday morning in Ft. Sumner, New Mexico.

W. W. Walkup arrived here Monday morning from the south plains country.

Doug Fox went to the St. Louis market the first of the week.

Will trade two mares for one good mule. L. W. CARLYLE.

Mr. and Mrs. Carl Lewis of Clovis spent Sunday here, visiting in the home of Mrs. Lewis' parents, Mr. and Mrs. W. B. Steckman.

Sure we do plow work. —Barnhart & Sullivan.

Yes, we roll discs. —Barnhart & Sullivan.

Claude Blanchard left on Saturday morning for Chillicothe, Texas.

Mrs. A. F. Pryor and children of Bellview, N. Mex. left Hereford Monday morning for Childress, Texas. Mr. Pryor accompanied them to Hereford.

Omer Hill left for his home in Trinidad, Colo., Saturday morning.

Misses Elizabeth and Maude Tannehill of Los Angeles, Calif., arrived Friday morning from Amarillo. The Tannehill sisters are visiting in the home of their sister, Mrs. J. E. Ferguson.

Mrs. Elmer O'Farrell left Hereford Saturday morning for Clarksville, Tex.

O. G. Hill arrived home Tuesday morning from a business trip to Amarillo.

Mr. and Mrs. Douglas Connell arrived home Saturday morning from Ft. Worth.

Oyster Shells. Jones & McLean.

The Woman's Missionary Society of the Christian church will give a musical program and a short play entitled "Turning It Over" Friday night, Feb. 15, in the basement of the church. Admission 10 and 15 cents. Everybody invited. Don't forget the date.

New hats in every day. —Vogele Millinery Parlor.

Carl Lester returned to his home in Amarillo Monday morning.

J. F. Crum returned to his home in Canyon Monday morning. Mr. Crum was here on a business trip.

Will trade two mares for one good mule. L. W. CARLYLE.

M. A. Crum of Friona transacted business in this city Saturday afternoon.

B. Short and family arrived here Sunday from Meade county, Kansas. The Shorts will live here for the present.

Oyster Shells. Jones & McLean.

Miss Grace Skelton motored to Canyon Sunday afternoon.

T. E. Shirley arrived here Tuesday morning from Ft. Worth. Mr. Shirley will spend a few days here before going to Phoenix, Arizona.

Mr. and Mrs. J. E. Sullins went to Amarillo Saturday morning to visit in the home of their daughter, Mrs. Lloyd Curlee.

The shape and style right up to date is here. Vogele Millinery Parlor.

Mrs. C. F. Kerr of Canyon arrived here Tuesday morning and is visiting in the E. S. Ireland home.

M. L. Steele and daughter, Miss Dossie Mae, spent the week end at the Steele ranch near Muleshoe, Texas.

Will trade two mares for one good mule. L. W. CARLYLE.

Miss Inez Joel had a party for a few friends Friday night, all report a good time.

J. J. Holcomb, traveling salesman for the Murray Gin Co., was in Hereford Monday conferring with the Chamber of Commerce concerning additional gin facilities in this country for the coming year.

The oratorical fame of Dr. Jno. W. Overton has reached beyond the confines of his home town and he is now the recipient of an invitation to be one of the speakers at the Historical Society meeting, a part of Home Coming at Canyon, next Friday. Dr. Overton has accepted the invitation and Canyon folks are in for a surprising treat.

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

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

PAY BY CHECK

While merchants and professional people like to receive cash in currency and silver for their goods —While they welcome the "charge customer" who comes in on pay day and settles up with dollars and treasury notes—

THEY RATE HIGHEST THE MAN WHO PAYS BY CHECK. Open a checking account here today

The Western National Bank

"Desire," a Great Metro Play, at Star Theatre

"Desire," a special Metro production, is the feature picture at the Star Theatre this week, falling on Wednesday and Thursday nights. It is a society drama of the highest type and embodies engaging entertaining qualities along with tense dramatic action.

The story deals with two wealthy young people of the best families about to be married. At the altar they realize that they are not in love with each other and flee. Later the young woman marries her chauffeur, separates from her family and eventually finishes her life in great unhappiness. The young man, disconsolate, meets a charming girl and the tragedy in his life dies to give place to a great love.

"Desire" is a poignant story calculated to stir the sluggish blood of any blase audience and to send them away refreshed and with a keen instinct into the "wheels within wheels" which go to make up life.

One of the highlights of "Desire" is a great fashionable wedding staged in a beautiful garden. It is lavish and highly interesting.

An excellent cast of distinguished players is featured.

The complete program for the remainder of the week is shown on the back page of this issue of The Brand.

Important Facts to be considered in purchasing an automobile

1. First Cost.
2. Quality of Material.
3. Simplicity of Operation.
4. Economy of Repairs.
5. Service available.
6. Depreciation and Used Car Values.
7. Gas, Oil and Tire Expense.
8. Comfort.
9. Endurance.
10. Power.

Fifty-two per cent of All Cars Sold during 1923 were FORDS

TEN MILLION FORDS will be running before Christmas, 1924.

We are now selling FORD CARS on Easy Terms

PRICES AS FOLLOWS

RUNABOUT, F. O. B. Hereford	\$410.00
Cash payment	\$150.00
TOURING, F. O. B. Hereford	\$450.00
Cash payment	\$167.50
COUPE, F. O. B. Hereford	\$622.00
Cash payment	\$230.50
TUDOR SEDAN, F. O. B. Here.	\$688.00
Cash payment	\$253.60
FORDOR SEDAN, F.O.B. Here.	\$788.50
Cash payment	\$291.60
TRUCK, F. O. B. Hereford	\$454.00
Cash payment	\$169.00

BALANCE EASY

The above prices are the lowest in the history of the Ford Motor Co.

A phone call will bring our Salesman.

Wilkinson Motor Co.
 Authorized Ford and Fordson Agent
 Phone 177

W. M. Megert Announces For Office County Judge

W. M. Megert, County Judge, and ex-officio Superintendent of the County Schools, has authorized The Brand to announce his name to the voters of Deaf Smith county as a candidate for re-election to this important office, sub-

ject to the Democratic primaries in July.

Judge Megert has filled the office for the past two terms and asks the voters to carefully consider his record in the careful handling of the county's business and of the public schools, and if they believe he has administered them acceptably then he asks their votes and influence at the coming election.

COTTON LISTERS

SEE US FOR THE OLD RELIABLE JOHN DEERE AND CASE

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

GARRISON BROS.

Selling Land

is a business as much as anything else. To succeed requires some ability, proper equipment and lots of hard work.

We have the equipment and we are doing some hard work, and expect to be on the job continually. We need a few more farms for sale to some buyers we are expecting. Come to see us.

Hill-Ireland Realty Company
 Now Located in Clark Building

Full line of Fresh and Cured Meat at all times.

HOME MADE CHILI CONCARNIE

We have in stock plenty of Chili ready mixed. Heinz Pickles in Bulk.

The Best Meat at Living Prices

TEXAS MEAT MARKET
 Phone 353 We Deliver
 CLOYD & SON, Props.

NOTICE!

Having lived in Deaf Smith county for more than twenty-three years without having to ask aid from the county or state which is indeed remarkable, and seeing that there will be several vacant offices in the county have decided to

TAKE ONE

with the permission of the lady voters. No friends have asked me to make this race. Watch for my platform and announcement later.

H. H. Hawkins

FIRE! FIRE! FIRE!

Suppose YOUR fire should come tonight. Are you fully protected? Phone 251

D. F. ASHBROOK, Resident Agent.