

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

24TH YEAR, NO. 74

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, JAN. 8, 1925

## Amarillo's Vision Fails; It is Now Up to Hereford To Develop Water Field

### An Editorial

A great many Hereford people will be disappointed to learn that the one hope of getting natural gas from the Amarillo field through Amarillo water development is about ruined. It has been rumored for a long time that when Amarillo came into the Hereford Shallow Water Belt for her water gas would be piped into the field and used as fuel for pumping water. With the gas line laid into the water field, and more than half the distance from Amarillo to Hereford, it would have been a reasonable undertaking to bring the gas on to Hereford at minimum expense.

Now that a definite plan has been adopted for the development of a water supply for the city of Amarillo without coming into the Hereford Shallow Water Belt it behooves Hereford to exert every effort possible to make some arrangement whereby cheap gas will be brought to the City of Hereford. According to newspaper reports the minimum industrial rate for Amarillo under the proposed plan will be twenty cents per thousand gallons, which means that Amarillo will have high priced water for many years. According to the same report the domestic rate will be fifty cents per thousand gallons—rather a high rate when compared to our maximum rate of twenty cents per thousand gallons.

Who could predict what would take place at Hereford with a cheap natural gas rate? Cheap fuel, coupled with our wonderful water supply, would certainly mean an industrial growth unprecedented in the history of West Texas. Compare twenty cents per thousand gallons of water with the cost of water from an individual water plant located on the property of each industrial concern getting its own water in unlimited quantities at a rate of ONE CENT per thousand gallons—a rate quite possible if we should be fortunate enough to get cheap fuel thru natural gas or cheap power thru the proposed super-power plant developing electric current in monster generating plants located in the gas field. Great things could happen for Hereford with the completion of either development.

But, without a united effort on the part of the citizens of Hereford nothing will ever be accomplished. If we go to sleep, or rather remain in peaceful slumber, allowing the only real water supply within decent distance of the great Amarillo gas field to lie dormant, we will always remain a small agricultural county seat town. Great undertakings are never accomplished without effort—usually a great amount of good hard work and burning of large quantities of the midnight oil.

## Dow Mercer Named As New Chief of Fire Department

Dow Mercer is the new Chief of the Hereford Fire Department. W. C. (Dubs) Pitman is Assistant Chief, and Virgil Cuning continues as secretary-treasurer for another year. This was determined at the annual meeting of the volunteers, held in the office of the Hill-Ireland Realty Company on Tuesday night.

C. C. Rockwell, chief for the past three years, tendered his resignation, which was received with genuine regret by the boys. Several of the older members of the department tendered their resignations and their places are to be filled by younger candidates. A complete reorganization of the department is in process.

Members of the City Commission met with the firemen and discussed the good of the service. A deal was closed with the Snyder & Roberts Co. for a Maxwell chassis for the chemical. It was also promised that a new ordinance would be passed soon, clarifying the present city ordinances governing the use of the streets during a fire.

## MISS HELEN LAMBERT PUPILS IN RECITAL FRIDAY NIGHT

Miss Helen Lambert will present her pupils in concert at the Presbyterian church next Friday night, January 9, beginning at 7:30 o'clock. A very comprehensive program has been arranged and a treat is in store for those who are fortunate enough to avail themselves of this rare opportunity to hear some real musical talent.

Within a short time a large generating plant will be located and installed somewhere near Hereford by the Texas Utilities Company. Is Hereford making the proper effort to interest the Texas Utilities people in Hereford? Is Hereford trying to impress upon the minds of the Texas Utilities people that we have a real water supply unsurpassed anywhere in the Southwest? Will

## Lyceum Number January 16 Said To Be Very Fine

An evening of good music, presented by a group of exceptionally fine artists, is in store for the people of Hereford, on January 16, Friday evening, when the Fenwick Newell Concert Company will appear at the Methodist church, under the auspices of the local Parent-Teacher association. Each member of this company has established an enviable reputation in the concert world before becoming a member of this organization, and in choosing them Mr. Newell considered uppermost their actual attainments along musical lines.

Fenwick Newell has completed twelve years' work as a soloist in recital, Lyceum and Chautauqua, making twenty tours from coast to coast, as well as several trips to western Canada and two journeys to New Zealand. His company was in France in camp entertainment work during the war, and also had the distinction of appearing twice at the Grand Opera House in Nice, France. Mr. Newell's tenor voice has been trained by the best of teachers, including Albert E. Ruff, Oscar Saenger and Frank LaForge. He was soloist with the Paulist Choristers on an extended tour last year.

Miss Marguerite Holt, soprano, has a voice of appealing purity, and has had excellent training in professional appearances in concert, oratorio, musical comedy and opera.

Joseph Marks, violinist, is a young Canadian, who has made rapid strides in his music in the few years he has been before the public. Rosamund Crawford, pianist, is a pupil of Frank LaForge. She is a recitalist of note, and her playing has been highly commended by musical journals.

The program given by this group of artists includes operatic numbers in ensemble and solo, as well as vocal and instrumental selections from the best composers of all time. Their entertainment is strictly high grade in every particular.

### PROGRAM

Fenwick Newell, Tenor; Joseph Marks, Violinist; Marguerite Holt, Soprano; Rosamund Crawford, Pianist.  
Ava Marie ..... Kuhn  
Serenade ..... Moszkowski  
With violin obligato.  
Mr. Newell and Mr. Marks  
Violin d'Arte (La Tosca) in  
Italian ..... Puccini  
In the Silent Night ..... Rachmaninoff  
A Birthday ..... Cowen  
Miss Holt

(Continued on Last Page)

Hereford entirely overlook this fact and allow Canyon to acquire this big plant, which would mean a real asset of the right kind. In the operation of this plant it will require a 1200 Horse Power Diesel Oil Engine, which must be cooled by not less than 400 gallons of water per minute. Four hundred gallons per minute at either Canyon or Amarillo is a problem, and a big one. At Hereford it is a joke.

The great water resources of Hereford are being sadly overlooked and neglected by her citizens thru indifference and thoughtlessness. Water at Hereford is no question at all and so easy to obtain that little thought is given it. Amarillo in her proposed plan of development, is also evidently overlooking the great Hereford Shallow Water Belt because she is not locating her plant within the Hereford Shallow Water Belt. The proposed location of a dam and wells is too far to the east and too near Canyon to be considered first class water territory.

While we have no copyright on the name "Hereford Shallow Water Belt" we do hope that Amarillo will not use the name unless she takes advantage of this wonderful supply of pure water and locates her pumping plants within the Hereford Shallow Water Belt. We are indeed jealous of our water resources.

## ODD FELLOWS HAVE BIG TIME INSTALLATION MONDAY NITE

On last Monday evening a most enjoyable time was had by the Hereford I. O. O. F. Lodge, when District Deputy Grand Master Ingram and Suite from Vega drove over and installed the officers of the local lodge.

In addition to the installation of officers the Hereford Lodge put two candidates through the Third Degree, and after this a most enjoyable hour was spent eating sandwiches and pie and drinking coffee, followed with cigars.

Local officers installed for the new year were: J. B. Davis, N. G.; A. H. Streu, V. G.; J. B. Ellison, Secretary; C. O. Lee, Financial Secretary; N. E. Gaze, Treasurer. Appointive officers were: R. A. Megert, W.; J. H. Wilson, C.; Geo. W. Smith, Cond.; I. N. Wilkinson, R. S. to N. G.; C. J. Paddock, L. S. to N. G.; B. Frank, I. G.; Ollie Fox, R. S. to V. G.; L. L. Stone, L. S. to N. G.; F. A. Millard, R. S. S.; J. R. Daniels, L. S. S.

## FIVE HUNTERS BAG THIRTY-THREE IN LESS THAN 4 HOURS

Perhaps the greatest success of the present hunting season was registered last Saturday in the short actual hunting time of three and a half hours, when a small party of five, composed of A. W. Gregg, Russell Daniel, Marlin Gilliland, Joe Hill and Rev. W. B. Hill bagged thirty-three fine geese.

Rev. Hill's Ford was an object of interest to several groups on the street, with the geese tied on every side.

Every goose was shot flying and not more than one was killed at a single shot. Most of these hunters had never shot a goose before.

Many friends enjoyed a fine baked goose for Sunday dinner.

## Miss Swisher is Back; Two Changes in the Faculty

The Hereford schools reopened Monday following the holidays. The announcement in The Brand last week that Miss Mittle Swisher, supervisor of music, had entered upon employment with the Weatherford Street Methodist church of Fort Worth turns out to have been in error and The Brand is delighted to be able to say that Miss Swisher is back and on the job as usual. It seems that the Fort Worth church newspaper got this item wrong and the Record used this story as authentic. The Brand used the Record's story in the same way. Superintendent C. H. Dillehay has been asked for a statement concerning faculty changes, and replies as follows:

"Mr. Lawrence Hayes of Mullen, Texas, took the place in the High school made vacant by the resignation of Mr. Arthur during the holidays. Mr. Hayes received his college training in Howard Payne College and taught high school work in that section of the State.

"Another change in the faculty will be made next week when Mr. George C. Woodard of Bardwell, Texas, will succeed Mr. Nunnally as principal of Central School. Mr. Nunnally is quitting the school room to enter business at Gorman, Texas. Mr. Woodard received his college training in Baylor University and has taught several years in that section of the State. He arrived in Hereford Wednesday morning and will take up his new duties Monday, January 12.

"Both these men face difficulties at this time of the year that they would not face if they were beginning work at the first of the school year. Their work will be made easier and more efficient if they have the assistance of all concerned in their respective departments of the work."

## COMPANY E TO HOLD BIG BANQUET AT STOCKMAN'S CAFE

Company E, 142 Infantry, will hold a big banquet at the Stockman's Cafe, Friday night, January 9, beginning at 8:00 o'clock. All officers and enlisted men are invited, as well as local reserve officers, a few business men, and several Guard officers outside Hereford, including Lieut. Col. E. O. Thompson, Capt. W. K. Boyce and Capt. Floyd Moore of Amarillo, and Maj. E. A. Simpson of Clarendon. The Hereford Orchestra will furnish the music.

The banquet is for the purpose of cementing good fellowship and enthusiasm between the officers, enlisted men and citizens of Hereford. The Guard boys are an established institution here and deserve the united support of every citizen of this community.

## MOUNTAIN OF KAHR AND MAIZE HEADS STACKED AT FARWELL

A regular mountain of kahr and maize heads stacked at Farwell, with another though smaller mountain here at Hereford, is the accumulation of the Doggett Grain Co. of Dallas this fall. E. C. Paxton, traveling representative of the company, was here this week and said his concern had 3,000 tons of these heads piled high at Farwell and six hundred tons here, divided about equally between maize and kahr. The kahr will be threshed here before shipping.

The scarcity of corn all over the U. S. this year has bumped up the price for the Plains sorghum grains until today choice stuff is worth around \$35 per ton, while the tail ends are bringing around \$24 to \$25 per ton.

## PARENT-TEACHER'S TO HOLD SOCIAL-BUSINESS MEETING

A combined social and business program will be considered by the Parent-Teacher Association at its next meeting on Friday, January 16, which will be called to order at 4:00 p. m. at the High School.

The Association, which is backing the Lyceum course this year, announces that season tickets for the remaining four fine numbers on the course will be sold now at \$1.75 for adults and 75c for children. Mrs. A. M. Jones, president, or Prof. Dillehay will supply tickets where wanted.

## PARTY OF CANYON MEN VISIT HEREFORD SATURDAY

A party of Canyon men were visitors here last Saturday, including Prof. Frank R. Phillips and Dr. C. A. Plerie, of the Normal, O. L. Coleman, with the Biological Survey Bureau, U. S. Dept. of Agl., the Rev. M. H. Terry, and County Agent Jennings Mr. Coleman was much interested in the sulphur water spring at Sulphur Park and desired samples for analysis.

## BANQUET JANUARY 22; TRY TO SECURE NATURAL GAS; NEW HIGH SCHOOL

Pushing of detailed plans for the big Banquet of January 22, celebrating the completion of the new County Hospital and the early acquisition of a County Agent, appointment of a committee to investigate the feasibility of securing natural gas from the Amarillo field, announcement that a Nutrition Nurse will probably be put on here by the Red Cross, and the endorsement of plans for a new high school building in Hereford, were the high lights on the program of the Chamber of Commerce luncheon at the Stockman's Cafe Monday.

## Five More Farm Sales Scheduled For Near Future

The Farm Sale Wave continues to spread, and, in addition to the six sales announced in The Brand last week, there are five more to chronicle for this issue. Some people seem to have imbibed the idea that these sales indicate a depression among the people and loss of population. On the contrary it is an unusual sign of healthfulness and is a well established custom in older sections of the country. It is an annual cleanup whereby those who have surplus of anything get rid of it and those who need anything secure it at reasonable prices. Very few of the people who are holding sales this year are leaving the country but the sales are held to liquidate obligations and to get started off right for the new year. The five new announcements since last issue, in the order of their dates are:

January 10:—Claude Norton offers a good list of farm machinery and other articles, held over from last Saturday's Community Sale. At the Sale Pavilion, immediately after the Merchant's Bureau meeting, Auctioneer W. S. Williams.

January 14:—Mrs. H. T. Green & Son hold a farm sale at their place 8 miles east and seven miles north of Hereford, 5 miles north of the Askren school, 18 miles due west of Canyon, consisting of 6 horses and 2 mules, 2 Jersey cows, farm machinery, household furniture, 4500 bundles Hageria toughness, and 125 full blood Orpington chickens. Auctioneer Fred A. Phillips, assisted by J. B. Phillips.

January 17:—C. C. Rockwell will offer at least fourteen, and probably more good work mules, which he has used on his farm last year. The sale will be held at the Rockwell Lumber yards, conducted by Auctioneer W. S. Williams.

January 19:—R. E. Conaway, whose place is a half mile south of Black, Texas, will have a whaling big sale, embracing 35 head of high grade Hereford cows, two registered Anxiety 4th strain bulls, 11 head mules, 4 head horses, a Ford truck and tractor, 2,500 feet dimension lumber, an office desk, and an especially choice list of machinery and general farm mechanical equipment. Auctioneer Fred A. Phillips.

January 21:—Probably the largest sale of the season to date is that to be held by Frank B. Metcalf & Son at their farm, 17 miles southeast of Hereford, 13 miles northeast of Dimmitt. The offering is topped by 70 head of registered and pure-bred Herefords, thrifty and in good breeding condition, carrying a lot of quality. They will go in lots of ten. Besides this there will be sold 7 head Shorthorn and dairy cattle, 24 head horses and mares, 8 mules, household goods, and a heavy list of machinery and implements. Auctioneer Ray Barber of Hereford, assisted by O. H. Reeves of Dimmitt.

## RED CROSS IS CONSIDERING HIRING NUTRITION WORKER

The local chapter of the Red Cross is considering the hiring of a trained Nutrition worker, according to Chairman B. F. Guthrie. This matter will be definitely decided at the coming meeting of the membership of the local chapter.

## J. A. FOX OPERATED ON FOR APPENDICITIS, DOING NICELY

J. A. Fox of Waxahachie, former Hereford citizen and a part owner of the Fox Mercantile company of this city, underwent an operation for appendicitis last week. At last account he was reported to be doing splendidly.

Secretary Overton made a brief report of routine work. He said that so far over 1,000 bales of cotton had been ginned here, as compared with 710 last year, with the season only about two-thirds over; he said six applications for dairy bulls under the Lipscomb plan had been received and acted upon and that routine correspondence in his office was progressing. Chairman Overton appointed W. B. Dameron, Ralph Barnett and Dr. W. F. Gubbert a committee to meet with the Commissioners' committee of three on arrangements for the big banquet on the night of January 22, commemorating the completion of the County Hospital and the acquisition of the County Agent.

B. F. Rosson, new International Agent, made a neat talk, stating that he was a light talker but he hoped to be a heavy performer. G. A. F. Parker spoke of the necessity for some work looking toward the securing of a future gas supply from the Amarillo field, and Dr. Overton appointed a committee to work on this matter as follows: D. L. McDonald, chairman, G. A. F. Parker, Ernest Handley and Seth B. Holman.

Albert Stagg of Vega, former sheriff of Oldham county, but at present an abstracter, made a short talk. E. B. Black stated that Hereford needed a new High School building badly, and he hoped action would be started looking toward the acquisition of a new building. After a spirited discussion of the project it was approved and the following committee appointed to work for its consummation: E. B. Black, chairman, L. Backin, J. E. Hill, John Estes and Geo. L. Muse.

After a number of other discussions the meeting was adjourned until next Monday at the City Cafe.

## Dameron Present- ed With Tokens Friends Esteem

W. E. Dameron, retiring County Judge of Deaf Smith county, was the recipient of a beautiful chest of silver and a beautiful statement of appreciation from the members of the Commissioners Court, upon the occasion last week when the court met with the Hospital Board at luncheon at the Hospital.

The gift was a very beautiful one and the written testimonial of the good will and admiration of the members of the court in Judge Dameron's service to the county and was sincere and one that he will prize all his life time. The testimonial was presented by Commissioner Hill, and brought tears of gratitude and appreciation from the retiring official.

## RED CROSS MEETING METHO- DIST CHURCH SUNDAY 3 P. M.

There will be a meeting of the members of the Red Cross at the Methodist church Sunday afternoon at 3 o'clock. This meeting is for the purpose of selecting an executive committee for the ensuing year.

Members of the Red Cross are those who have enrolled by paying the membership fees, or who desire yet to enroll.

It is earnestly desired that the full membership be present as well as all friends of the work. Don't leave this important work for others to do but come to this meeting.

B. F. GUTHRIE, Chairman.

## INDIANA PEOPLE WEEK END VISITORS IN VOGEL HOME

Mr. and Mrs. J. C. Smith of Indianapolis, Ind., arrived here last Saturday from Dallas to visit in the home of Mr. and Mrs. N. C. Vogels. Mesdames Smith and Vogels are sisters. The visitors departed Wednesday for Kansas City for a visit with other relatives before going home.



# Sallie's Temptations

(Copyright 1924—By Gladys Baker)

(Continued from last week)

## SALLIE'S REPUTATION AT STAKE

I was pale. I knew that the "moment" Ted was about to pull from his pocket was the remainder of my little black and white checked bathing suit. They would all recognize it. What would they think? The silence was appalling.

I looked up at Curtiss Wright in desperation. In the meantime Ted was dragging the bit of silk from his pocket. My eyes must have seen an S. O. S. to Curtiss, for in a moment he edged his way through the crowd and had Ted by the shoulder. To the onlookers it was all done in a friendly manner, but I noticed that he had pinned his right arm to his side so that it was impossible to display the thing his hand was holding.

"Wassa matter, Mr. Achitec, wanna protect our little girl friend?"

He was about to call my name when my rescuer suddenly shoved him still in a friendly shuffle, out through one of the long casement windows.

The crowd stood suddenly as if they rather resented the interference. Then Curtiss Wright re-entered and at a word from him the orchestra began playing. The fickle crowd's interest changed to dancing and in a few moments the scene with Ted was forgotten.

After the last guest had departed

I went into the living room and sat down on a cushion in the faint glow of the dying fire. I was tired. The episode with Ted had been indeed trying.

"May I see you for a moment?" asked Curtiss Wright, coming into the room after making a round of the doors to see that everything was fastened.

I nodded. "I just wanted to return this to you," he began. "I believe it is your property. Evidently the shark didn't place a proper valuation upon it!" He smiled sarcastically and handed me the rest of the little suit whose career had been so stormy.

Then he made ready to leave. "Stay a moment," I urged, motioning to him to sit beside me.

"No, thanks," he replied; "I promised your father I'd look after you in his absence, and keeping you awake at four o'clock in the morning is not exactly salubrious," he ended.

"I don't give a rap about that," I flared up at him; "there are a few things you've got to tell me," I demanded. "Don't you dare go to bed until I've finished." And standing up I faced him.

"What did you do with Ted Billings?"

"Oh, he's your first consideration," he answered, and his voice was cynical. "I recall your having defended him

already earlier in the evening. He's not such a bad sort—he means well," you said, and now I see you're still anxious about him." He threw out his hands in a hopeless gesture.

"No, no," I cried, "you're wrong. I hate Ted Billings!" He's just plain old skunk and, anyway, "I continued, "I used to think he was an inoffensive boose-hound, but now I know he hasn't any honor."

I flung myself on the divan and a flood of tears burst from me.

Curtiss Wright came swiftly to my side and knelt on the floor, talking to me, softly as if he were heartbroken at the sight of a woman crying.

"Don't do that, Sallie, little girl," he murmured; "it's all right," and his hand caressed my shoulder.

"But you think I'm horrible!" I sobbed.

"I think that you are wasting your time with a bunch of idlers," he responded, "and you're not always happy with them, are you, Sallie?"

"I wasn't to-night. After Ted's performance everything seemed to go finey. Why, he could have ruined my reputation."

Curtiss Wright's fists clenched involuntarily.

"I want to thank you," I hurried on. "You handled everything so tactfully," I ended weakly. "Did you have any argument with him?"

"No," He shook his head. "Like most bullies—when his bluff was called he became meek and gentle."

"I sat up so that I could hear the rest of the story."

"I took the liberty of asking him to leave the place until he was fit to associate with ladies," he continued.

"What did he say to that?" I was myself again and interested in every word he was saying.

"I'd rather not go into that," he argued.

I insisted. "Well," he continued reluctantly, "he said there was not a girl in here who was not as drunk as he was. That

was all. Then he found his way out through a window."

"With your assistance, I'll wager." And I smiled in admiration.

Then his brow became puzzled as if his thoughts had wandered back to a perplexing subject.

"What's the matter?" I asked.

"I want you to tell me what business Billings had with your bathing suit." He looked straight into my eyes as if he expected a direct answer.

From his tone of voice I realized that what we would mean to each other in the future depended entirely on my explanation.

(To Be Continued Next Week.)

Your Title is Vital  
**J. FRANK POTTS & CO.**  
 Abstracts and Loans  
 Only Complete Trust Index in Deaf Smith County  
 County Maps 50c      Loans 5 1/2%

## What Kind of Insurance

The kind of insurance that's needed for the protection of property, for the assurance of income for dependents—for the various other activities and needs of life—is often a puzzling question. Forms of policies suited to one man would not be so desirable for another.

Come to us for advice on the merits of different forms of insurance as applicable to your case. We have had many years experience in writing insurance and may be depended upon for an honest, unbiased opinion.

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 Ralph Barnett, Mgr.      Phone 273

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Tew every growed up person makin uh \$5.00 perchase on Saturday we will give uh can uh Table froot free uh charge!

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# PUBLIC SALE

As I am leaving here I will offer for sale at the Mrs. H. T. Green farm, 8 miles east and 7 miles north of Hereford, 5 miles north of the Askren school, 18 miles due west of Canyon on

## WEDNESDAY, JAN. 14

BEGINNING AT 1:00 O'CLOCK SHARP

**6 HORSES AND 2 MULES**

- 1 mare mule, age 6 years, weight about 950.
- 1 horse mule, age 3 years, weight 750.
- 1 black mare, age 8 years, weight 1200.
- 1 black mare, age 7 years, weight 1200.
- 1 black horse, age 10 years, weight 1100.
- 1 gray mare, age 9 years, weight 1100.
- 1 bay horse, age 7 years, weight 1200.
- 1 black saddle mare, age 8 years, weight 750.

**2 JERSEY COWS**

1 cow, fresh in May. 1 cow, fresh in March

**125 FULL BLOOD BUFF ORPINGTON CHICKENS**

**ABOUT 4500 BUNDLES OF HIGERIA ROUGHNESS**

**FARM MACHINERY, ETC.**

- 1 1-row P & O Lister.
- 1 2-row John Deere Go-Devil.
- 1 2-row Emerson Go-Devil.
- 1 12-hole Van Brunt Wheat Drill.
- 1 7-ft. John Deere Disc Harrow.
- 1 Kafir Corn Header.
- 1 Iron Wheel Wagon with Frame.
- 1 High Wheel Wagon with Frame.
- 1 Low Wheel Wagon with Box.
- 2 Sets of Leather Harness.

**HOUSEHOLD FURNITURE**

- 1 Dining Table
- 1 Buffet
- 2 Dressers
- 2 Beds
- 1 Work Table
- 1 Library Table

And Various Other Articles

TERMS:—WILL BE MADE KNOWN ON DAY OF SALE

# Mrs. H. T. Green & Son, Owners

Sold Clerked by  
 First State Bank & Trust Co.

Auctioneers: COL. FRED A. PHILLIPS  
 and J. B. PHILLIPS



# Asking About Our ANNUAL AUCTION SALE

For many years it has been the policy of the Jewelry Store to hold an annual auction sale. Many are now asking about the sale for this year.

We take pleasure in announcing that we have something better to offer our friends this year. *We have decided to share our profits with the public.*

## COMMENCING SATURDAY, JAN. 3, and CONTINUING for 30 DAYS

We will give 33 1/3 % Off on all Wall-Case goods, including Cut Glass, Silverware, China, Ivory, Clocks, Novelty Goods, Rings, and Jewelry, Fountain Pens, Watches, etc.

We will place many items of Standard Jewelry at *Absolute Wholesale Cost.*

*Special HEAVY DISCOUNT ON DIAMONDS* in this 30-day sale.

Nothing like this sale has ever before happened in the Panhandle of Texas. This is your opportunity to buy standard merchandise cheaper than you ever bought it before. Come and get your share of the bargains.

### HENRY WILKINSON & COMPANY

By W. H. RAY, Manager

#### PROGRESSIVE

There was a stag party at the home of Mr. and Mrs. Perkins Tuesday night. Among those present were: Messrs. C. C. Bowman, McDonald and Rolison of Hereford, W. C. Russell and Park of Progressive. The excellent dinner and visiting in general was greatly enjoyed by everyone.

Mr. and Mrs. Charlie Hodges and family took New Year's dinner with Mrs. Bambo of Hereford.

On New Year's night the people of this community gathered at the school house to enjoy a social for both the young and the old, and we're safe in saying, they did enjoy it, one and all. The game "42" was played and those of every age found amusement in some way. Cake, sandwiches, cocoa and coffee were served.

We are entering a new year, a time when we or most of us are making (or should be) new resolutions. Some of us are looking back over the past year perhaps wondering just what we could have done that would have made the year a more successful one, not in bettering our own conditions, but helping the other fellow. After all what real happiness does it give us if we live to gain a high self satisfactory place for ourselves and leave others out of our minds? That's where we believe the real joy comes in when we have put forth every effort for the other fellow's cause and let our own selfish desires go.

"Live for something, have a purpose. And that purpose keep in view; Drifting like a homeless vessel. You conne'er to life be true. Half the wrecks that strew life's ocean If some star had been their guide, Might have now been riding safely. But they drifted with the tide."

This poem very near fills us all with a determination to "do things" as we have never done them before and anyway if that thing "determination" is backing us, we aren't uneasy about results.

Miss Berta Walker entertained the young folks of this community with a Progressive "42" party Friday night. It was enjoyed by everyone.

There were a number of people at Mr. and Mrs. Brit Boyd's home Sunday to partake of a real turkey dinner. Those present were: Mr. and Mrs. Tom Vaughn, Mr. and Mrs. George Lewis, Mr. and Mrs. Roy Rogers, Hereford Schultz, Sam Cunningham, Grace

Witherspoon, Jeff Roberson and Lassie Caldwell.

Miss Claude Saine, Mrs. Boyd's sister, was also there. She is here on an extended visit with Mrs. Boyd.

#### JOEL

The Felix Robinson family moved to Floydada the first of the week. Mr. Robinson is employed in a garage.

A. E. Chamness sold his tenant house to Jim Luak, who lives west of Hereford, where the house was moved.

School has commenced again after two weeks of vacation.

Mr. and Mrs. Geo. Sheppard, Mrs. S. J. Rice and Mary Hapsy, all of Hereford were visiting in the C. P. Gally home Tuesday with Mrs. Margaret Childs, mother of Mrs. Gally, who left the next day for Welsh, La., to spend the remainder of the winter.

Miss Mabel Park who is staying a few weeks with Mrs. Slagle, was a caller at Mrs. Galleys' on Sunday. Mr. Slagle is spending a few weeks at Hot Springs, N. M., where he is taking treatment for rheumatism. The latest report is that he is getting much benefit and will be home soon.

Mrs. Wm. Kelly of Casper, Wyoming, is spending a few weeks with her parents, Mr. and Mrs. W. T. Smith.

Mrs. C. V. Walker and son, Cecil, spent the day with the John Purcell family on Monday last.

Rev. Blair, who is living on the farm lately vacated by Glen Greer, will hold preaching services at Dawn on Sunday, the 11th. Come out and let's have a good big turn out to hear him.

Mrs. W. H. Boyle of Gunter, Texas, is visiting her daughter, Mrs. Ed Botta, for a few weeks.

#### LODGE DIRECTORY

Hereford Lodge No. 648, A. F. & A. M. (Dated meetings, second Monday each month.)  
J. W. BRADLY, W. M.  
J. S. JONES, Sec.  
Hereford Chapter 245, E. A. M. (Regular meetings, first Monday of each month.)  
J. G. HASTINGS, H. P.  
J. S. JONES, Sec.

FARM LOANS ANYWHERE  
W. A. PALMER, Atty.  
Amarillo, Texas

#### DIMMITT NEWS

January 5, 1925.

Mr. and Mrs. Bill Burnam entertained a party Saturday evening, everyone present reported a wonderful time.

Mrs. C. H. Buttolph returned home Saturday afternoon, after a ten days stay with her daughter, Mrs. Sherman Lockhart, of Plainview.

Mrs. Mayes Miller and Cecilia Huseman were shopping in Hereford Saturday.

Al Burnam of Tucumcari, New Mexico, arrived last week for a few days' visit in the home of his brother, Bill Burnam.

Mesdames J. R. Hastings, Joe Hastings, Etta Brashears, Mimes Gladys Hastings and Ola Brashears were shopping in Hereford Saturday and attended the merchants entertainment.

Mr. and Mrs. C. E. Reynolds, Mr. and Mrs. Joe Hastings, Mr. and Mrs. Dave Shepard and daughter, Mr. and Mrs. Percy Shepard and small daughter enjoyed a turkey dinner with Rev. Coughern and family Sunday.

Mr. and Mrs. J. S. Lockhart and daughter, Omitine, and Miss Edna Min-

ter, of Plainview, Mr. and Mrs. C. E. Buttolph and Mrs. C. B. Williams spent Sunday with Mr. and Mrs. B. A. Fuller.

The Parent Teachers will meet in the High School Auditorium Friday, January 16. A nice program has been planned for the afternoon. Everyone is invited, so come out and bring some one with you. Let's devote more of our time to this work than we have in the past.

Mrs. T. D. Moss motored to Littlefield, Texas, Saturday, returning on Sunday.

Mrs. John Burson and daughters, Ruth and Pauline, were shopping in Dimmitt Monday.

W. S. Hembree recently moved on

(Continued on page 7)

#### Poor Gal.

He: "You are as beautiful as a great white lily."  
She: "And true to form—I usually have a dead one holding me."

#### Blood Bess Opines

"Talk may be cheap, as is sometimes said—but not when you're passing a traffic cop."

#### Wisdom of the Sages.

"If you're satisfied with your lot—build a house on it."

#### STOP THAT ITCHING

Use Blue Star Remedy for Eczema, Itch, Tetter or Cracked Hands, Ring Worms, Chapped Face, Poison Oak, Sunburns, Old Sores or Sores on Children. It relieves all forms of Sore Feet. For sale by

CITY DRUG STORE

HEREFORD INSURANCE AGENCY  
Ralph Barnett, Mgr.

Phone 273



For every egg yolk in a hen's body she must have enough white to complete and lay an egg. If her feed lacks material for whites she absorbs the excess yolks and gets too fat to lay. "Boarders" don't even pay for the feed they eat.

#### Purina Makes Hens Pay

Purina Hen Chow and Chicken Chowder, fed together, make more eggs because they contain plenty of both white and yolk elements. They will get more eggs for you or your money paid for the Chows will be refunded. Start feeding now.



Jones & McLean  
COAL AND GRAIN

#### A Dandy Good Place

to have your car washed and greased, and tires vulcanized or changed. And we handle that Good Gulf Gasoline and motor oil.

Let us store your car by the day week or month.

Phone 103

Hereford Garage Station

OSCAR E. EASLEY, Prop.



... a part of Sec. No. 61, Blk. K-3, and being all of the N. 2-3 of Blk. 65, of the Whitehead addition to the town of Hereford, as shown by the plat thereof, of record in the deed records of Deaf Smith County, Texas; also, a part of Sec. No. 61, Blk. K-3, and being all of Blocks Nos. 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61 and 62, and all of lots Nos. 4 to 18, both inclusive, in Blk. 78, all in said Whitehead addition to the town of Hereford, also, the fol-

lowing portion of said section No. 61, Blk. K-3, to-wit:  
Described by metes and bounds as follows:  
Beginning at the N. W. corner of a block of land, designated on the said plat as "City Park". Thence in a westerly direction to the N. E. corner of said block No. 62;  
Thence in a southerly direction to the N. W. corner of said block No. 59;  
Thence in a easterly direction to the N. E. corner of said block No. 59;

Thence in a northerly direction to the beginning.  
Also a portion of Section No. 110, Blk. M-7, described by metes and bounds as follows:  
Beginning at the N. W. corner of said Sec. No. 110;  
Thence E. with the N. boundary line of said Sec. 110 2-3 ft. to a point in said boundary line;  
Thence S. 630 feet to a point;  
Thence W. parallel with the N. boundary line of said Sec. 550 feet to

a point in the center of the Tierra Blanco Creek;  
Thence in a Southwesterly direction, with the center of said creek and with its meanderings, to a point in the W. boundary line of said section, where said creek crosses said boundary line;  
Thence N. 1025 feet to the beginning, containing 21 6/100 acres; and on the 3rd day of February, 1925, the same being the first Tuesday in said month, between the hours of 10:00 o'clock a. m. and 4:00 o'clock p. m. on said date

at the Court House door of said County, I will offer for sale and sell at Public auction, for cash all the right, title, interest and estate of the defendants, C. E. Barber and Emma L. Barber, and each of them in and to said property.  
In Testimony Whereof, Witness my hand on this the 8th day of January, 1925.  
CLAUDE BENTON,  
Sheriff of Deaf Smith County, Texas.  
By W. A. Miller, Deputy.

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

**They Are Doing Things All Over Western Texas**

**Amarillo:**—Announcement has been made by the Earle Interests here will erect an 8 story hotel and the Panhandle Improvement Co. will also erect an 8 story office building. Plans have been prepared for both structures.

**Munday:**—Mayor Davis has recommended to the City Council that an election be called here and bonds voted for street paving. Munday has recently completed water work and sewerage system. Paving is the next big step in the civic program.

**Stamford:**—The four County Teachers Institute held here recently was a decided success and among other resolutions heartily commends the work of the West Texas Chamber of Commerce.

**A. C. Cooper,** manager and owner of the Stamford Inn which was recently destroyed by fire, states that he will immediately rebuild at a cost of \$100,000 a fire proof construction with every modern convenience and expects to have the same in operation by August.

**Canadian:**—The \$1,000,000 bridge across the Canadian river near here will soon be completed. This is one of the largest undertakings of West Texas, and will be fully appreciated by the traveling public when opened for traffic.

**Big Lake:**—Faith in the Reagan County oil field is clearly established by the fact that the Humble Oil Co. has contracted to lay a pipe line of 20,000 barrel-daily-capacity from here to connect with their line at Pioneer.

**Stamford:**—Gin reports show that Sudan has passed the 1,000 mark. Haskell county has ginned over 40,000 bales, with Jones County ginning 52,000 bales to date.

**Matsador:**—A bond election for \$75,000 has just carried here for the erection of a modern School Building. This building will have a large auditorium on the ground floor providing protection from fire.

**Mineral Wells:**—The 7th Annual Convention of the West Texas Chamber of Commerce will be held here May 4th-6th and all arrangements have been made for a record breaking attendance. A full, forceful and effective program will be carried out that will make a greater West Texas in that this organization is planning to reach every nook and corner of its territory with a more constructive service than ever before.

**Brownwood:**—A \$750,000 bond issue will be voted on in Brown County on January 20th, according to Secretary Stuart Williams who is very enthusiastic over the prospect of the issue carrying by a large majority. In November the issue lost by only 100 votes and since then the sentiment has materially changed for good roads.

**Quanah:**—The building improvement in both the city and county this winter reflects the good small grain and cotton crop that has been harvested thus enabling the farmers to improve their homes.

**EXECUTION SALE**  
The State of Texas, County of Deaf Smith, W. B. Arnold, Plaintiff, vs. C. E. Barber, et al, defendants.  
Whereas, by virtue of an order of sale issued out of the district court of Deaf Smith County, Texas, on January 8th, 1925, on a judgment rendered in said Court on the 22nd day of November, 1924, in favor of the plaintiff, W. B. Arnold, and against the defendant, C. E. Barber, for the sum of \$5719.73 with interest thereon from date of said judgment at the rate of 10% per annum, and costs of suit, said cause being No. 1477, on the docket of said Court, I did on the 8th day of January, 1925, at 10:00 o'clock a. m. as directed by said order of sale, levy upon the following described lands, situated in Deaf Smith County, Texas, and belonging to the defendant, Emma L. Barber,

# PUBLIC SALE

Having rented my farm, I will offer at public auction at my place, fifteen miles southwest of Hereford, a half mile south of Black, Texas and seven miles east of Friona, the following described property, on

## MONDAY, JAN. 19

BEGINNING AT 10 A. M. SHARP

Lunch will be Served by the Church

### 35 Head Hereford Cattle

2 2-year-old Registered Hereford Bulls, Anxiety 4th Strain. 33 head of High Grade Hereford Cows.

### 11 Mules

1 pair 8-year-old horse mules, wt. 1100. 1 sorrel mare mule, 5 years old, wt. 1000. 1 pair mare mules, 5 years old.  
1 pair black mules, one horse, one mare, 7 yr.-old, weight 1100. 4 young mules.

### 4 Horses

1 smooth mouth horse, weight 1100. 2 smooth mouth mares, black and sorrel, wt. 1400. 1 3-year-old horse, unbroken.

1 FORD TRUCK, WITH NEW CORD TIRES.  
2,000 FEET OF GOOD DIMENSION LUMBER.  
1 FLAT-TOP OFFICE DESK, SIX DRAWERS.  
1 FORDSON TRACTOR, GOOD MECHANICALLY.

## Machinery, Implements, etc.

- |  |  |                                     |   |
|--|--|-------------------------------------|---|
| 1 12-hole wheat drill                                  | 1 Emerson 2-row lister cultivator        | 2 rolls 36-in. hog wire             | 1 bundle wagon                          |
| 1 John Deere 2-way plow                                | 1 2-row John Deere lister                | 1 3-burner Perfection stove         | 1 14-ft. John Deere walking plow        |
| 1 4-horse Monitor engine                               | 1 600-gallon tank wagon (for irrigating) | 1 culti-packer                      | 1 walking lister                        |
| 1 manure spreader                                      | 1 wagon, with box                        | 1 deep tiling disc plow             | 1 power emory stone                     |
| 1 Avery motor cultivator                               | 3 sets harness                           | 1 McCormick mower                   | 1 Case water pump                       |
| 1 7-ft. Roderick Lean tandem disc harrow (motor hitch) | 1 Georgia stock middle buster            | 1 McCormick rake                    | 1 anvil                                 |
| 1 3-disc Oliver plow, (motor hitch)                    | 1 Domo Separator                         | 2 spring tooth harrows              | 1 drill press                           |
| 1 McCormick row binder, nearly new                     | 1 forge                                  | 1 3-disc Emerson plow               | 1 120-egg Buckeye incubator             |
| 4 single row cultivators, knives and discs             | 1 Visé                                   | 1 single row lister                 | 2 auto gaps                             |
|  | 1 horse fresno                           | 1 Emerson 1-row cultivator          | 1 Martin ditcher                        |
|  | 1 brooder                                | 1 2-row Oliver lister (motor hitch) | Other articles too numerous to mention. |
|  |  | 1 2-row P & O lister                |   |

TERMS—All sums of \$25.00 and under cash; all sums over \$25.00, eight months time, bankable note with approved security, ten percent from date; SIX percent off for cash on sums over \$25.00; nothing to be removed until terms are complied with.

# R. P. Coneway, Owner

Sale Clerked by  
FIRST STATE BANK & TRUST CO.  
Hereford, Texas

COL. FRED A. PHILLIPS  
Auctioneer  
Hereford, Texas



MONEY TO LOAN ON FARM AND CITY PROPERTY

Loans on property located in cities are not common, and have been very hard to make, but I have made arrangements with a good Loan Company, who desires to make loans in Hereford. Also, represent the Largest and best Insurance Companies doing business in the World. INSURE IN SURE INSURANCE

Theatre Building

THE A. L. BIGGS AGENCY

Phone 50

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, 1-2c per word; minimum 25c. CASH WITH ORDER.

FOR SALE

FOR SALE—on easy terms, quarter section good cotton and wheat land, near Dawn, Texas. Not interested in trade. TROMBEE GREENE, 74-21-py Preston, Minn.

FOR SALE—640 acres section 63, block K-7, Deaf Smith county. Send us your best cash offer. SULLIVAN BROS., 114 N. Elizabeth St., Peoria, Illinois. 74-21-pd

FOR SALE—Bundle sorghum—Grown on Heard farm. See Dr. G. W. Heard. 74-21-pd

FOR SALE—I have for sale at my farm 30 head of horses and mules. Can give liberal terms upon proper security. J. C. SANDERS. 74-21

FOR SALE—Real Buff Orpington Pullets. A bargain at \$1.25 each. See them. 687 Lee Ave, Hereford, Texas. 74-21 pd W. A. GENTLEY.

FOR SALE—Big Bone Mammoth Bronze Turkeys, Blue ribbon winners. Toms \$8.00, hens \$6.00. Buff Orpingtons won three blue ribbons out of four offered at Tri State Poultry Show at Amarillo. There were four others competing in the Buff Orpington class. Cockerels \$3.00. Eggs \$2.50 per 15. MRS. MAGGIE BOURLAND, 74-21-pd Canyon, Texas.

FOR SALE—One Fordson tractor, good as new, at a sacrifice. See P. W. Price or A. M. Jones. 74-11

FOR SALE—Sadste horses, work mules and milk cows. Will trade Ford car for hogs or cattle. J. L. FOQUA, 74-11 Phone 146

FOR TRADE—Six-room house and two lots, two blocks from Central school, for mules, horses, or good car. Inquire at Brand office. 73-11

FOR SALE—One dozen S. C. Rhode Island Hens of quality. 73-21-pd P. O. Box 691.

FOR SALE—DeLaval Separator No. 10, good running order, price, cash, \$25.00; 3 good milk cows, cash price \$35.00 each; may be seen at my farm, six miles west of Hereford. 73-51-pd W. J. McMINN.

FOR SALE—Choice section of land, Section Nine (9) in Township Five (5) in Range Two (2) Deaf Smith County, Texas. Price and terms right, with no commission to pay if bought from me. G. W. WILLIAMS, Owner, 23-3e Jameson, Mo.

FOR TRADE—10 acres, thirty miles south San Antonio, ideal for truck farming, four miles railroad town, also close to oil production, two town lots go with the deal, unimproved, immediate possession, no incumbrance, can raise two and three crops yearly, no cold weather, will pay cash difference, on land. CLAUDE HAMILTON, 72-3t Odell, Texas

WANTED—to buy Shutes to feed. H. C. BOWSER, 71-11 Phone 137.

WANT TO TRADE—780 acres land in Anderson county, Texas, 1/2 mile from Neches, Texas, a station L & G'N R R near Palestine, 9 room house, 150 acres burmuda grass, bottom land, no over-flow land. Want farm or ranch property, will carry 200 head cattle. F. E. CHURCHILL, 71-8t Jacksonville, Texas.

FOR SALE—A good five room house for sale on easy payments. See 70-11 Western National Bank.

FOR SALE—Have two 20-acre, well improved farms, for sale, West of town, close in. See DAVE GRIMES.

FOR SALE—Modern five room and bath home, with garage and outbuildings, close in to business district. A real home. For particulars inquire at The Brand. 62-11

FOR SALE—Bundle sorghum, delivered. See Fred Millard. 62-11

FOR SALE—Columbia phonograph nearly new, with good assortment of records, at bargain. Inquire at the Brand. 62-11

Notice is hereby given by the Commissioner of Deaf Smith County that on and after February 1, 1925, the bounty on Jack Rabbits will be discontinued. EARL W. WILSON, County Judge 74-11

FOR SALE—80 acres unimproved land about 8 miles from Friona. Price \$11 per acre, \$400.00 cash, balance one to three years at six per cent interest. See us for cheap farm ranch lands. M. A. CRUM, Friona, Texas. 74-21

FOR RENT

FOR RENT—Two furnished rooms with kitchenette. 73-21 MRS. W. S. WILLIAMS.

FOR RENT—Two rooms, completely furnished, for housekeeping. Phone 150. 73-11 DR. FLORENCE MILLER.

FOR RENT—Unfurnished rooms for rent. Close in and modern. See 73-21-pd MRS. MATT HANKINS.

FOR RENT—Garage, at my residence. 74-11 Dr. J. E. LLOYD.

WANTED

WANTED—A second hand grain sack. 69-11 THE HEREFORD NURSERY

STRAYED—to my place, one Jersey Bull, yearling. Owner see 74-11 C. C. SLAUGHTER.

LOST—a 36-5 Federal Blue Penant tire between town and cemetery. Please return to Brand office. 74-21pd

THE PASSING DAY

By Will H. Mayes, Department of Journalism, University of Texas. In a New Year's address to the Austin Rotary Club, President T. W. Curry, in summing up what the members should do in 1925, stated that they "should put their ideas on legs." Of course he meant that good resolutions are worth little unless they are carried out. In that statement he hit the great trouble with most people. They

RESOURCES

Loans and discounts, personal and collateral, \$309,106.03. Loans, real estate, 80,057.52. Overdrafts, 2,243.56. Bonds and Stocks, 3,499.03. Real Estate (banking house), 5,500.00. Other real estate, 17,798.27. Furniture and Fixtures, 2,778.20. Due from other Banks and Bankers, and cash on hand, 145,494.52. Interest in Depositors' Guaranty Fund, 9,704.45. Assessment Depositors' Guaranty Fund, 8,464.96. Acceptances and Bills of Exchange, none. Other Resources, live stock, 9,556.00. Total, \$654,198.14.

LIABILITIES

Capital Stock paid in, \$50,000.00. Surplus Fund, 25,000.00. Undivided profits, net, 1,397.57. Due to Banks and Bankers, subject to check, net, none. Individual Deposits, subject to check, 406,872.15. Savings Deposits, None. Time certificate of deposit, 84,655.23. Demand Certificates of Deposit, None. Cashier's Checks, 36,273.00. Bills Payable, 50,000.00. Certificates of Deposits, issued for money borrowed, None. State Funds, none. Bonds Deposited, none. Other liabilities, None. Total, \$654,198.14.

STATE OF TEXAS

County of Deaf Smith. We, A. Herbst, as vice president, and J. A. Pitman, as cashier, of said bank, each of us, do solemnly swear that the above statement is true to the best of our knowledge and belief.

A. HERBST, Vice President. J. A. PITMAN, Cashier. Subscribed and sworn to before me this 8th day of January, A. D. 1925. J. S. JONES, Notary Public, Deaf Smith Co., Texas.

CORRECT—ATTEST: HENRY WILKINSON, CARL GILLILAND, D. F. ASHBROOK, Directors.

Intend well enough and at certain periods they really determine to do great things, but they allow themselves to lapse into a spirit of inactivity and an accomplish little. Most of us are prolific in ideas but too much inclined to put off action until tomorrow or some other more favorable time. We are given to dilly-dallying, to unnecessary delay in doing what we should do at once. There is not one of us who does not need to put his ideas on legs!

Doubtless the editor of this paper is as glibly as anyone, even including the writer. He is going to get out a better paper this year than ever before—going to put more life into it, going to make it more interesting, going to use every chance to make his business better. But, will he? Perhaps the weather this week is not just as good as he expected, so he will put off action on some of his many ideas until the weather is more favorable. Soon the winter will be so far advanced that he will wait until spring—spring is so much better any way for starting things! When spring arrives every one is too busy to listen to him, so he will wait until the quiet of summer. Summer is just a bit too quiet and entirely too hot and so many people are off on vacations, but the fall will be the humming business season when he will begin to stir things right. Business is rocking along well enough in the fall and the year is almost spent, he will just wait and take a new start with the new year. And thus the cycle of years goes around.

The business man, the merchant, is possible, more inclined to procrastinate. He determines that as soon as he completes his inventory he will "turn over a new leaf," and go in for business right. The mistakes of the past year are before 1925. January, though, is so cold and the roads are so bad that few people will be moving about, he

decides, so he will wait until February to start that advertising campaign. He knows that all merchants who have had any success have achieved it through good advertising, so he will just spend some time studying effective advertising and trying out his ideas, but he thinks he need not hurry about it in winter. When that spring stock arrives he will show the people how business is done by a progressive merchant. The spring stock comes and he is so busy opening it and getting ready for selling that he puts off telling the public what he has for sale. He finds much of it left over into summer but regards summer as a poor time to start out doing big things, and so into the fall and winter he goes, and again into the next year, without any legs to his ideas.

The farmer does pretty much the same way. It is too cold to get out to plow that field in mid-winter, and he persuades himself that it will produce better crops anyway if the plowing is delayed. He plants late, he harvests late, he holds late, he does everything late, because it is easier to follow the lines of least resistance. Of course he has ideas as to what he will do just as the merchant has ideas, but he postpones getting them on their legs until he thinks it too late to try his year. He reads in his paper that a Smith county man has raised more than 5,000 pounds of lint cotton on five acres of land, and that a Wilbarger county man has done the same thing, and that both the East Texas and the West Texas have cleared more than \$800,000 on their five acres, after paying all expenses. The papers tell him just how it was done and he knows that if he did it that way he can do it the same way, but he puts off making a start until it is too late to begin this year. He knows that he worked his family too hard last year and made scarcely a living for them, and he de-

cidies that he will put some ideas into his work this year that will bring results, but he sits around and does not put legs on his ideas.

It is better to make resolutions and break them than to be entirely satisfied with past accomplishments, but a resolution without any backing to it, does not get one very far. Ideas to be worth anything must be started and kept on their legs. Don't allow them to be knocked off their feet by a few failures or discouragements.

LEMON WEIGHS ONE POUND SEVEN OUNCES—SOME LEMON! How would you like to be handed a lemon measuring 15 x 14 inches; and a Texas lemon at that! Mrs. Claude Ricketts is in receipt of a lemon of this size, weighing one pound and seven ounces, raised at Weslaco, Texas, down in the Brownsville district. The enormous sample was sent in by Mrs. Ricketts' parents, Mr. and Mrs. W. E. Neal, who are visiting their son, Leslie, in the Gulf Coast city. If you don't believe it go to the First National Bank and look at the lemon. It's a bear!

NOTICE OF SALE OF AN ESTRAY Notice is hereby given that I, E. B. Witherpoon, City Marshal of the City of Hereford did take up and impound on the 6th day of January, 1925, one

The Brand Office has a few scratch tablets at 5 cents each.

iron grey horse about — years old. No visible marks or brands. Said horse was running at large in the City of Hereford, Texas, on said date and was taken up and placed in the city pound by me under authority of certain city ordinance which was then, and is now in effect in said city.

Notice is further given that I will on the 11th day of January, 1925, between the hours of one and four o'clock p. m. on said date proceed to sell the above described horse at my place on Twenty-Five Mile Avenue to the highest bidder for cash.

Owner may redeem said animal any time before date of sale by paying pound fee and expense of advertising. This the 7th day of January, 1925. E. B. WITHERPOON, City Marshal of City of Hereford.

Weakening Night Coughing Banished Very Simple Way

It is really astonishing how a persistent, exasperating cough that has kept you awake night after night, and is rapidly wearing you down is usually stopped short by a very simple method. Hundreds have found that they can sleep the whole night through undisturbed after the first time they try it.

The method is based on a remarkable prescription known as Dr. King's New Discovery for Coughs. You simply take a teaspoonful at night before retiring and hold it in your throat for 15 or 20 seconds before swallowing, without following with water. The prescription has a double action. It not only soothes and helps soothe and irritation, but it quickly loosens and removes the phlegm and congestion which are the direct cause of the coughing. Getting at the cause like this, is a perfectly simple way, it stops the cough almost instantly. You get your best night's rest perhaps in weeks, and in a very short time the whole cough condition is gone.

This simple treatment is splendid not only for coughs and chest colds, but also for bronchitis, bronchial asthma, hoarseness and almost every kind of throat irritation, including children's spasmodic croup. Very economical too, as the dose is only one teaspoonful. On sale at all good druggists. Ask for



REPORT OF CONDITION OF THE Western National Bank

at Hereford, in the State of Texas, at the close of business on Dec. 31, 1924.

Table with 2 columns: Resource/Item and Amount. Includes Loans and discounts, U. S. Government securities, Other bonds, stocks, securities, etc., Cash in vault and amount due from national banks, etc.

LIABILITIES

Table with 2 columns: Liability/Item and Amount. Includes Capital stock paid in, Undivided profits, Circulating notes outstanding, Demand deposits, etc.

Total \$328,444.73

I, C. C. ACKER, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief. C. C. ACKER, Cashier.

Subscribed and sworn to before me this 5th day of January, 1925. (SEAL) RALPH BARNETT, Notary Public.

CORRECT—ATTEST: G. A. F. PARKER, B. C. D. BYNUM, J. L. SMITH, Directors.

REPORT OF CONDITION OF THE First National Bank

at Hereford, in the State of Texas, at the close of business on Dec. 31, 1924.

Table with 2 columns: Resource/Item and Amount. Includes Loans and discounts, U. S. Government securities, Other bonds, stocks, securities, etc., Cash in vault and amount due from national banks, etc.

LIABILITIES

Table with 2 columns: Liability/Item and Amount. Includes Capital stock paid in, Undivided profits, Circulating notes outstanding, Demand deposits, etc.

Total \$403,268.08

I, E. B. POSEY, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief. E. B. POSEY, Cashier.

Subscribed and sworn to before me this 6th day of January, 1925. (SEAL) F. J. OWEN, Notary Public.

CORRECT—ATTEST: GEO. L. MUSE, W. S. HIGGINS, R. J. KIBBE, Directors.



**SEMS COMMUNITY**

The Tapp family, who have been working on the J. P. Collier ranch for sometime, left for Clovis, New Mexico, a few days ago, where they will make their home. Our best wishes go with them to their new home.

Temple Lynch left January 1 for Amarillo, seeking employment.

J. A. Reed and son, Gaines, made a business trip to Hereford Friday of this week.

Mrs. E. T. Whitten transacted business in Amarillo last Wednesday on her return home, and spent the night and New Years day with her son, Euclid Whitten, and wife living near Vega.

Miss Kathrine Rector was in Adrian last Monday.

B. L. Ferguson and wife made a business trip to Adrian Monday of the past week.

Omar Bartlett transacted business in Vega Saturday afternoon.

Mrs. D. L. Rutter, who lives near Hereford, but has many friends in our community that will regret very much to hear of her falling health. Mrs. Rutter left last Sunday for California, hoping the change would be of benefit to her. The doctors advised her to get out of this high altitude for awhile. We earnestly hope for her speedy recovery.

Nineteen hundred and twenty four has passed away into history with its joys and sorrows; the new year is here, lets try to make this the best year of our lives in every way.

Holidays are over, our school will begin Monday, January 5th.

Every pupil should begin their school work with renewed energy since their vacation of fun and frolic.

Adrian school opened last Monday, December 29. They dismissed earlier than our school for their Christmas holidays.

**NOTICE OF SHERIFF'S SALE**

The State of Texas, Deaf Smith County.

Whereas, by virtue of an order of

sale issued out of the Hon District Court of Deaf Smith County, Texas, on a judgment rendered in said court on the 6th day of November A. D. 1924, in favor of the Saint Joseph Cattle Loan Company, and against C. C. Slaughter, as Independent Executor of the estate of T. B. Slaughter, deceased, and also against C. C. Slaughter and Ora B. Freece foreclosing a trust deed lien on the lands below described, being No. 1406 on the docket of said court, and to me as sheriff of Deaf Smith County, directed, I did on the 5th day of January, A. D. 1925, at 9:35 o'clock A. M., levy upon the following described tracts, lots and parcels of land lying and being situated in Deaf Smith County, Texas, in said order of sale fully described as follows: All of Sections Nos. one (1), two (2) and nineteen (19) in Block K-4 and all of section No. ten (10) in Block K-3. All of the south half of section No. two (2) in Block K-14, and all of the H. N. Wilsey pre-emption, patent No. 376, Vol. 31, containing 100 acres.

And on the First Tuesday in February, A. D. 1925, the same being the third (3) day of said month, between the hours of ten o'clock A. M. and four o'clock p. m., on said day, at the Court House door of said Deaf Smith County, Texas, at Hereford, I will offer for sale and sell, at public auction for cash, all of the right, title and interest of the said T. B. Slaughter estate, C. C. Slaughter and Ora B. Freece, in and to said property, to satisfy the judgment of the Saint Joseph Cattle Loan Company in the sum of \$47,213.56, with 8% interest from November 6th, 1924, and all costs.

Dated this 5th day of January A. D. 1925.

OLAUDE BENTON,  
Sheriff Deaf Smith County, Texas.  
74-8t

**JUNIOR LEAGUE PROGRAM FOR WEDNESDAY, JAN. 14**

Subject: Radio Message With God. Song: 516. Prayer. Bible Lesson: I Sam. 3:1-11, I Thess. 5:17—Mrs. Hodge. How Does God Talk to Us?—Elberta Davis.

**How Do We Talk to God?—C. M. Purcell.**

A New Year Pledge: A Quiet Hour Covenant.

Leader—Eugenia Binger.

**DELIGHTFUL STAG PARTY GIVEN AT PERKINS HOME**

A delightful stag party was given F. D. Perkins by Mrs. Perkins and their daughter, Miss Olive, at the beautiful Perkins home on Progressive Avenue, six miles northeast of Hereford on the evening of December 30. The following were present: F. T. Bolson, D. L. McDonald, L. Baskin, C. C. Bowman, E. W. Morgan, Henry T. Wedel, C. C. Ferguson, W. C. Buswell, F. D. Perkins and J. L. Fraka.

A bountiful repast was enjoyed by all and the evening spent very pleasantly.

Miss Olive Perkins is teaching at Monticello, Iowa, and was here spending the holidays with her parents.

**NOTICE OF SALE OF AN ESTRAY**

Notice is hereby given that I, B. A. Witherspoon, City Marshal, on the seventh day of January, 1925, took up and impounded one sorrel mare. Roached mane, white spot in forehead. Said animal was running at large in city, which is in violation of a city ordinance.

Notice is further given that I will on the twelfth day of January, 1925, at my place on 25 Mile Avenue, sell to the highest bidder for cash the above described mare. Owner may have mare any time before sale by paying for taking up and advertising.

B. A. Witherspoon, City Marshal This 8th day of January, 1925.

**ASHBROOK-WILLIAMS LAND CO.**

Hereford, Texas  
Improved Cotton and Wheat Farms For Sale



My car runs so smooth and fine,  
That I can laugh and sing.  
I travel all about with ease,  
Like an eagle on the wing.

That sounds like a customer of our Garage talking. Come and see us for all kinds of repairs, parts, gas, grease, oils, etc.

"You tell 'em Rim, you've been a rounder."

**Beavers Bros.**



**PUBLIC SALE**



Having decided to quit farming I will offer at Public Sale, at my place located two miles south and one mile east of Wildorado, Texas, the following described property, on

**TUESDAY, JAN. 13**

BEGINNING AT 1:00 P. M. SHARP

**6 Horses 6**

- 1 span 5-yr. old Horses, iron gray, 2700 lbs.
- 1 iron gray Horse, 1200 lbs.
- 1 sorrel Horse, 1100 lbs.
- 1 gray Horse, 1100 lbs.
- 1 gray mare, 1250 lbs.

TWO MILK COWS

ONE FORD CAR

**Farm Machinery etc.**

- 1 E. B. 12-hole Drill used 2 seasons
- 1 McCormick row Binder used two seasons.
- 1 Deering 6-ft. Broadcast Binder.
- 1 wagon with grain box.
- 1 underslung bundle frame wagon.
- 2 single-row John Deere Listers.
- 1 P & O 2-row cultivator.
- 1 single row cultivator.
- 1 sled Go-Devil, disc and blades.
- 1 knife sled.
- 1 16x16 disc harrow.
- 1 4-section drag harrow.
- 1 hay rake.
- 1 scraper.
- 1 Stover geared feed mill.
- 1 10 H. P. Gasoline Engine.
- An assortment of small tools, spades, picks, post augers, pitchforks, etc.

HARNESS FOR 6 HORSES

SOME BUNDLED SORGHUM

TERMS—CASH—Nothing to be removed until settled for.

**M. D. Womble, Owner**

COL. FRED A. PHILLIPS, Hereford Auctioneer

**REMEMBER THE GOLDEN RULE**

When you want to sell cream, poultry and eggs—We Pay Cash.

Or buy coal, Bran, Meal, Oyster Shells and Honey.

Don't forget to come and price our Cream Separators.

**GOLDEN RULE PRODUCE CO.**

Hereford, Texas

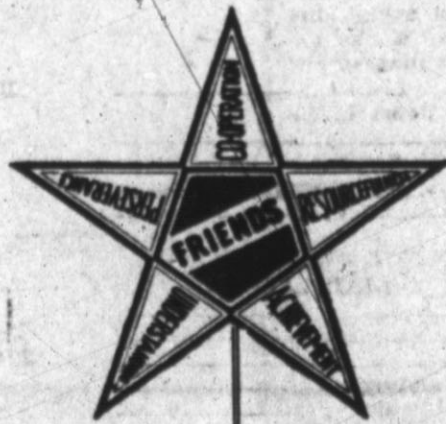
Phone 108

**LAMP REDUCTIONS AGAIN**

Taking effect on the New Year, 100 watt reduced from 55 to 50 cents, 200 watt from 95 cents to 80 cents, and 300 watt from \$1.50 to \$1.25.

No change in other sizes. Lamps are now cheaper than ever before.

Hereford Light & Power Co.  
"Your Electrical Servants"



**BANKING BY MAIL**

offers a service to depositors that is in keeping with the complete service which modern banking affords.

If you are too busy to come in; or if for any reason it is inconvenient for you to do so, just remember that your bank is no farther away than your mail box and deposits may be mailed in with the full assurance that they will be given the same care as though you were in the bank.

Read our message in this week's Farm and Ranch

**First State Bank & Trust Company**

OUR DEPOSITS ARE GUARANTEED BY THE STATE BANK GUARANTY FUND OF TEXAS



**ARNEY-BLUE RIDGE**

Mr. and Mrs. Carey Darden and family have recently moved to Happy.

Wendell Morris, son of Mr. and Mrs. A. E. Morris, was transacting business in Amarillo on last Wednesday.

Mr. Earbeck of Happy visited his son, John, of Nazareth Friday.

Messrs Floyd Fortner and Lawrence Taylor were business callers at Nazareth and Dimmitt last Wednesday.

Mr. and Mrs. Charlie Cox purchased a new radio phone one day last week.

John Terrell was a visitor at the home of Mr. and Mrs. John Cole one day last week.

Will Dixon was in Happy last Wednesday transacting business.

Miss Ople Hutson, daughter of Mr. and Mrs. Lee Hutson, was a pleasant visitor at the home of Mrs. B. F. Holden last Wednesday afternoon.

Marques Burks visited his grandfather, Will Dixon, Tuesday afternoon.

W. T. Terrell and son, John, were business callers at the home of Mr. and Mrs. Hendrix last Thursday.

C. E. Burks was transacting business in Happy Monday.

S. J. Taylor was a business visitor at the home of Mr. and Mrs. Billy Drep last Tuesday.

Lawrence Taylor and Wendell Morris were in Tulla Wednesday.

Mr. and Mrs. Terrell and family left Wednesday for Fort Worth, where they expect to live for the coming year.

Miss Opal Hutson visited at the home of Mr. and Mrs. Henry Dixon on Tuesday afternoon.

Wendell and Marlon Morris, sons of Mr. and Mrs. A. E. Morris, visited at the Lee Hutson home on last Thursday.

Mrs. S. J. Taylor and daughter, Mabel, were in Nazareth last Thursday.

Dave Binnion and Marques Burk were transacting business in Happy Thursday afternoon.

Howard Morris, who is attending school at Dimmitt, spent the holidays with his parents, Mr. and Mrs. A. E. Morris.

W. T. Stuart and little son, Bunion, were business callers at the home of Mr. and Mrs. F. W. Fortner Wednesday morning.

Mr. Earbeck of Happy was transacting business in Nazareth Friday.

Homer Ferguson of Dallas, who purchased the S. J. Taylor ranch some time ago, arrived Tuesday, he and his family to take possession. Mr. and Mrs. Ferguson's son, Homer Jr., who is attending school at A & M College will stay a few days with his parents, before returning to school, one of his friends came with him—Mr. Edwards, who is always attending the A & M. They will return together in a few days to take up their school work again.

Marlon Morris made a business trip to the S. J. Taylor home Thursday.

Mr. Cook of Hardaman county was a business caller at the home of Mr. and Mrs. F. W. Fortner Tuesday.

Mr and Mrs. Edwin Kincaid and little son, Dee, are moving to the Terrell ranch, where they expect to live for the coming year.

Homer Junior Ferguson and Bill Edwards were in Tulla Thursday.

Mr. Terrell and son John were business callers at the home of Mr. and Mrs. S. J. Taylor Thursday afternoon.

We are very sorry to report that last Sunday while Dogie Brooks of Wayside, was hauling some feed, he was thrown off the wagon, as the team became frightened, and seriously injured, and on the Wednesday following, died.

Mr. Brooks was buried at Wayside. I'm sure his many friends will regret hearing of his death. He left a wife and three little children.

Sony Taylor, son of Mr. and Mrs. S. J. Taylor, was in Nazareth Friday.

Homer Ferguson, his son Homer Jr. and Bill Edwards were all in Nazareth Tuesday afternoon.

Misses Lora, Leota and Opal Hutson were visitors at the home of Mr. and Mrs. Henry Dixon last Monday.

W. T. Terrell and son John were transacting business in Amarillo on last Monday.

Messrs. S. J. Taylor and F. W. Fortner were in Nazareth last Saturday.

Miss Lillian Taylor spent Thursday night and Friday with her sister, Mrs. F. W. Fortner.

Mr. and Mrs. W. T. Stewart and family are moving to Hart this week.

Marques Burks and Dave Binnion were at the home of Mrs. B. F. Holden Thursday afternoon.

S. J. Taylor, who has been transacting business at Dallas for the past few weeks, returned home last Friday.

The Arney and Blue Ridge schools began last Monday, after most two months of vacation. It will not be long until they are all back to real business again.

Horace Holden spent one night with his sister, Mrs. Dogie Brooks, of Wayside, last week.

Professor James F. Fortner, who is teaching school at Raton, N. M., visited at the home of his brother, Floyd W. Fortner, last Tuesday.

Mr. and Mrs. Floyd W. Fortner and Mrs. Fortner's sister, Miss Lillian Taylor, were shopping in Hereford Friday.

Wendell Morris was in Tulla on business Thursday.

Sid Sheffy was a Dimmitt visitor Monday.

Mrs. Fay Montgomery returned to Amarillo this week after spending a few days in the home of her parents, Mr. and Mrs. J. W. Alexander.

Miss Pauline Houseman attended the dance at Nazareth Monday night.

Miss Cornelia Houseman of Nazareth is keeping house for Mrs. J. C. Tate.

Mrs. M. R. Avery has been real sick the past week, but is now improving.

G. P. White made a business trip to Amarillo Saturday, returning Monday.

Mr. and Mrs. L. M. Roberts of Lockney, Texas, are moving on the Joe Hasting farm near Dimmitt this week.

**ROOFING EXPERT**

Bring Your Roofing Troubles to  
**H. L. WHITE**  
Roofing Expert Clovis, N. M.

**USED CARS**

Ford Roadster, 1923  
Dodge Touring, 1920  
Buick Touring, 1917  
Ford Delivery, 1919

Terms

**Beavers Bros.**

Phone 383

**DIMMITT NEWS**  
(Continued from Page 3)

the Jess Mary farm, northeast of Dimmitt.

J. C. Tate made a business trip to Hereford Monday.

O. B. Hankins of Lameas transacted business in Dimmitt last week.

Mrs. Mayes Miller was a dinner guest of Mrs. J. C. Tate Monday.

**Queen**

**INCUBATORS AND BROODERS**

on display on our floor

The Incubators are in 180-egg and 275-egg sizes.  
The Brooders are of the coal burning Colony type.

There is Nothing Better. Come and see them

**STREU HARDWARE CO.**

Home of Service and Quality

**Essex-6 Coach**  
**\$895**

Freight and Tax Extra

**Its Greatest Values Cannot Be Copied**

The Chassis is Patented

As its Coach Body changed the whole trend to closed cars, so the Essex Chassis likewise forecasts the mechanical design of the future.

Essex provides stability without unnecessary weight. It has economy without sacrifice of performance.

It is low priced without disappointment in looks or reliability.

It is more than up-to-date in design. It is in advance of any car with which its price can be compared.

In quality Hudson and Essex are alike. The patents which make the Super-Six the most enduring, smoothest motor and give it all advantages sought in eight cylinders, prevent any from copying its chassis as has been so generally done in copying the Coach body.

**ESSEX HOLDS ITS OWN EVERYWHERE**

**LUTHER HOUGH, Local Agent**

**SALE**

As I am preparing to move I will offer at public sale, at my place known as the Mrs. G. R. Ward place, 20 miles southeast of Hereford, 14 miles south of Umbarger, 12 miles north of Nazareth and 14 miles due north of Happy, on

**Thursday, Jan. 15**

BEGINNING AT 11:00 A. M. SHARP

LUNCH WILL BE SERVED BY THE CHURCH

**30 Head Horses and Mules**

8 head mules, 2 coming 5s, 2 3-yr. olds and 4 yearling mules; 20 head of horses and mares, 16 work animals, 2 saddle horses; all broke except the yearling mules.

THREE FULL BLOOD RHODE ISLAND ROOSTERS

**3 Good Milk Cows**

Will be Fresh in February

**FARM MACHINERY**

2 2-row John Deere Listers.	2 knife Go-Devils	1 14-hole Kentucky drill
1 2-row sod planter.	1 disc harrow	1 Cream Separator (American)
2 cultivators	1 3-section drag harrow	12 sets of harness
2 disc Go-Devils	2 wagons, 1 bundle, 1 grain wagon	1 saddle

**1200 Bales of Hay**

1200 bales Sudan hay, to be sold in lots to suit the purchaser, from 25 bales on up. Good bright hay, cut green and in excellent shape.

TERMS:—\$25.00 and under cash, over \$25.00, 8 months, 10%, approved security, 5% off for cash on sums over \$25.00; nothing to be removed until terms are complied with.

**C. I. Slaton, Owner**

Sale Clerked by Western National Bank,

COL. FRED A. PHILLIPS, Hereford Auctioneer



**Thrift in the Home**

calls for a Bank Account for every member of the family.

Thrift at home does not call for the sacrifice of all pleasure and comfort, but rather careful expenditures and the saving of a part of every dollar made.

We invite a Thrift Club for the family at this bank.

**The First National Bank**





# TOWN & COUNTY

## Personalography

Miss Neta Park returned to Canyon Tuesday, where she is attending the W. T. S. T. C.

Pay Cash and Pay Less, at Reed's Grocery.

Walter Tice left Wednesday for Kansas City, where he is to attend the Sweeney's Mechanical School.

We Keep the Smell!—Orr's Tailor Shop.

Mrs. Edgar Webb returned the first of the week from Hot Springs, Ark., where she has been spending a two weeks vacation with her husband. Miss Ethel Quisenberry filed Mrs. Webb's place at the First State Bank during her absence, and is helping them during the after holiday rush.

Mr. and Mrs. R. K. Bruner were in Amarillo Wednesday on business and visiting Mrs. Bruner's sister, who is now living there.

L. B. Newberry of Dallas was a guest of Mr. and Mrs. R. K. Bruner the first of the week.

### FARM LOANS

See me when in need of a loan, have attractive rate, prompt service. 75-77 A. A. Ott Realty Co.

Miss Wanda Travis returned Friday to her home in Ralls, N. M., after visiting through the Christmas holidays with her sister, Mrs. Claude Benton.

Miss Virginia Wyche, who has been spending her holidays with her mother, Mrs. J. S. Wyche, returned to her school in Terrell, Texas, Friday.

Pay Cash and Pay Less, at Reed's Grocery.

Mrs. S. B. Davis returned to her home in Shamrock, Texas Friday. Mrs. Davis has been visiting her mother, Mrs. R. F. Barnes.

We Keep the Smell!—Orr's Tailor Shop.

Mrs. J. L. Fuqua returned Saturday from Dallas, Texas, where she has been visiting through the holidays with relatives and friends.

Mrs. C. H. Dyar went to Amarillo Saturday to spend a few days with her mother, Mrs. T. G. Nance, and sister, Mrs. Harry Johnson. Mrs. Johnson is reported to have a light case of flu.

Jack Fuqua returned to Amarillo on Saturday after a short time in Hereford visiting friends.

A few more gallons of home made sorghum. I. H. SPRATT.

Mrs. Allen Powelson, who accompanied her daughter, Miss Glenola, to Shattuck, Okla., after the holidays, returning home Tuesday. Mrs. Powelson has been visiting her sister there.

Pay Cash and Pay Less, at Reed's Grocery.

Miss Mary Pauline Ray returned on Tuesday to Canyon. Miss Ray is attending the W. T. S. T. C. this winter and has been home visiting her parents, Mr and Mrs. W. H. Ray, through the holidays.

Mrs. W. F. Phillips of Amarillo and daughter, Mrs. Ruby Rogers of Rogers, Ark., spent the week end with Mrs. Phillips' sister, Mrs. Albert Murphy.

We want your chickens, turkeys, eggs and cream.—Hereford Produce.

Miss Veda Walden returned Tuesday from Clarendon, where she spent the holidays with her parents. Miss Walden is teaching near Hereford this winter.

Harold Spratt returned Monday to his school in Abilene, Texas.

Miss Maurine Beyer returned to College Monday. Miss Beyer is attending Baylor College, at Belton, Texas.

New and attractive post cards with scenes of Hereford.—City Drug Store.

Vernor Curtis returned Saturday to College Station, where he is attending A & M, after spending the holidays with his parents, Mr. and Mrs. O. O. Curtis.

Have you tried our young beef steak and roast?—Hereford Produce, I. H. Spratt.

Mrs. L. F. Borden spent Wednesday in Amarillo, shopping.

Miss Katharine Hawkins returned Saturday to Sherman, Texas, accompanied as far as Amarillo by her mother, Mrs. H. H. Hawkins. Miss Katharine is attending Kid-Kee this winter and has been spending the holidays at home with her parents.

Mrs. Frank Brown returned Wednesday to Tucson, Ariz., after spending Xmas with her sisters, Mrs. Buford Farmer and Mrs. D. H. Connell.

Bill Fallwell says he has the stuff to keep your radiators from freezing and bursting—better see him.

T. Aubrey Cox, who has been third trick operator for the Santa Fe at Curtis, Okla., for the past few weeks, is at home, visiting his mother, Mrs. D. N. Cox, until there is a further opening.

Mr. and Mrs. B. A. Jenkins and two children of Spearman, Texas, are visiting in the home of his parents, Mr. and Mrs. J. O. Jenkins.

Mrs. F. H. Oberthier and daughter returned Saturday from Paris, Texas, where they spent the holidays with Mrs. Dewey Lawrence, Mrs. Oberthier's daughter.

The Presbyterian Missionary Society meets January 14th with Mrs. Guinn. Lesson 12 in "Teaching the Teacher" will be led by Mrs. Holman.

B. T. Mitchell of Fort Worth, who has been visiting his son, Joe Mitchell of Castro county, left Monday for his home. Mr. Mitchell is almost persuaded to move his headquarters to the Plains.

Fred Gibbons, special agent for the Royal Insurance Co. of Dallas, was a business visitor here Wednesday.

**LITTLE VIRGINIA BRUNER CELEBRATES HER BIRTHDAY**  
Little Virginia Bruner entertained a number of her friends Friday, January 2, when she celebrated her eighth birthday with a party.

The home of Mrs. R. K. Bruner was gay with New Year decorations, and a big birthday cake was the center of attraction for the dining room. Eleven of little Miss Virginia's friends were present, including: Jimmie Clark, Billie Valentine, Nancy Conkwright, Salle Skelton, Elaine Newell, Baby Bruce Jones, Catherine Skelton and Estelle Gilliland.

**NEXT LYCEUM NUMBER SAID TO BE VERY FINE**  
(Continued From Page 1)

- |  |                |
|--|----------------|
| Gypsy Airs                               | Sarasate       |
| Indian Snake Dance                       | Cecil Burleigh |
| Le Reve (Menu) in French                 | Mr. Marks      |
|  | Masset         |
| Il Niège                                 | Pemberg        |
| My Lady Lou                              | Strickland     |
|  | Mr. Newell     |
| Humoresque                               | Tchakowski     |
| Concert Etude                            | Macedowell     |
|  | Miss Crawford  |
| O Quant Ceci Fiat (Duet Madam Butterfly) | Puccini        |
| Somewhere a Voice is Calling             | Tate           |
| Miss Holt and Mr. Newell                 |                |
| INTERMISSION                             |                |
| The Spring Song of The Robin             |                |
| Woman (The Indian Opera Shantwis)        | Cadman         |
| Trees (Poem by Joyce Kilmer)             |                |
|  | Rasbach        |
|  | Miss Holt      |
| Ave Maria                                | Schubert       |
| Spanish Dance                            | Rehfeld        |
|  | Mr. Marks      |
| E Lucevan Le Stelle (La Tosca)           |                |
|  | Puccini        |

And! Moon of My Delight (Persian Garden) — Lehmann  
The Old Refrain — Kreiser  
Mr. Newell  
Carnie (Italian Street Song)

Mr. Newell and Mr. Marks  
Good Night Song (Martha) — Flotow  
Ensemble entire Company

**WOMAN'S MISSIONARY SOCIETY**  
Program for Jan. 14, 1925  
"Plan your work thoroughly and thoroughly work your plan."

All members are especially urged to come. Visitors are always welcome. Opening song—"Carry Your Cross With a Smile."  
Devotional—Mrs. F. O. Haynes.  
Vocal Duet—Mrs. H. H. Hawkins, Mrs. J. E. Beyer.

Budget-Making—General Discussion.  
The Miracle of Money—Mrs. I. H. Spratt.

- (a) Money—Vital, living, human—Mrs. J. E. Jones.
- (b) Money—Stored Power—Mrs. H. L. Rice.
- (c) Money Talks—Mrs. C. L. Roberts.
- (d) Money Christianized—Mrs. W. S. Williams.
- (f) Money increases when given away—Mrs. G. W. Herd.

Business.  
"Back of the loaf is the snowy flour,  
And back of the flour the mill;  
And back of the mill are the wheat  
and the sower  
And the sun and the Father's will."  
Hostesses: Mrs. Beyer and Mrs. Black.

**EXECUTION SALE**  
The State of Texas, County of Deaf Smith, in District Court of Deaf Smith County, Texas, John W. Robinson, plaintiff, vs. Blain Poff, et al, defendants:

Whereas, by virtue of an order of sale, issued out of the District Court of Deaf Smith County, Texas, on January 8th, 1925, on a judgment rendered in said court on the 19th day of November, 1924, in favor of the plaintiff, John W. Robinson, and against the defendant, Blain Poff, for the sum of \$16,100.24, and costs of suit, said case being No. 1458 on the docket of said Court, I did on the 8th day of January, 1925, at 10:00 o'clock, a. m., as directed by said order of sale, levy upon the following described lands, situated in the County of Deaf Smith, and State of Texas, belonging to the said defendant, Blain Poff, to-wit: All of Section No. 91, Certificate No. 900. Original Grantee B. S. & F., in Block M-7, containing 650.6 acres; and on the 3rd day of February, 1925, the same being the first Tuesday in said month, between the hours of 10:00 o'clock a. m. and 4:00

o'clock p. m. on said date, at the Court House door of said County, I will offer for sale, and sell, at public auction for cash, all the right, title, interest and estate of the defendants, Blain Poff and A. B. Arns, and each of them in and to said property.

In testimony whereof, Witness my hand at Hereford, Texas, on this, the 8th day of January, 1925.

CLAUDE BENTON,  
Sheriff of Deaf Smith County, Texas.  
74-3c By W. A. Miller, Deputy.

**MRS. E. A. JOHNSON'S PARENTS FROM DES MOINES, VISITORS**  
Mr. and Mrs. U. N. Oliver of Amarillo and Mr. and Mrs. J. M. Stratton of Des Moines, N. M., were visitors in the Edgar A. Johnson home this week. Mrs. Oliver is a sister and the Strattons the parents of Mrs. E. A. Johnson.

**G. W. DOLE, FORMER RESIDENT, DIES AT PORTLAND, MAINE**  
G. W. Dole, a former pioneer resident of the Big Square community, died in Portland, Maine, last Sunday, according to a wire sent A. Herbst by Dole's sister, Mrs. G. W. Fuller. Mr. Herbst is administrator of the Dole estate. The deceased was owner of a portion of the old Star ranch and was a well

**Magnolia Filling Station**

Denatured Alcohol to prevent freezing  
**\$1.15 gallon**

We also handle Magnolia Gas and Magnolene Motor Oils.

**THOMPSON & HICKS Attendants**

known local ranchman for over eighteen years. He left this part of the world something over a year ago, broken in health.

**MRS. BRADLEY ATTENDS THE MOUSEL BROS. BIG SALE**  
Mrs. L. R. Brady and son-in-law, Doyle Rose, left Saturday for Cambridge, Nebraska, to attend the sale of the famous Mousel Bros. Anxiety 4th herd on Tuesday of this week. It is presumed that Mrs. Brady may bring

back some new blood for her registered herd.

Miss Olive Perkins, who is a teacher in the high school at Monticello, Iowa, returned to her class room Saturday after a holiday visit here with her parents, Mr. and Mrs. F. D. Perkins.

**STORK SPECIALS**  
Born, to Mr. and Mrs. F. W. Curtis January 2, a boy, William Fred.  
Born, to Mr. and Mrs. Joe Joshi January 1, a girl, Elsie Josephine.

# NEUTRODYNE FADA

A REAL RADIO IN LOOKS BUT BETTER IN PERFORMANCE

Sold on attractive terms. Come in and see one and get easy payment plan

## CORNER DRUG STORE

## To the Trade:—

We wish to take this method of thanking the entire trade for the business you have given us during the past year and for your splendid co-operation and friendship.

As we launch out into the new year of 1925, we cordially invite you one and all, our new friends as well as our old ones, to join hands with us in making this our best year in business.

We pledge ourselves here and now to give you the best service we know how and we trust we may continue to merit your confidence and good will.

Very truly yours,

## E. B. Black Company

"The Big Store With the Little Price"



**Save Money—Be Comfortable**

Think of actually saving money without having to make some sacrifice of pleasure or comfort. Here you can do it! It can be done, but at the same time and added comforts can be enjoyed.

## COLE'S ORIGINAL HOT BLAST HEATER

saves 1/4 to 1/2 your fuel bill and at the same time gives you double heating capacity. Come in and let us explain the features and guarantee of this heater.

**Dunlap Hardware Company**

The Six-Letter Word That Solves  
The Puzzle of Life

## T-H-R-I-F-T

Thrift—systematic saving of your extra earnings—means freedom from money worries; it banishes the fear of old age; it makes possible the pleasures and comforts of life; it makes you a free man instead of a wage-slave. It solves the questions of Life.

Keep that New Year Resolution! Come in today and open a bank account. Or if you are already a depositor, keep that resolution to deposit a certain amount of your earnings regularly.

## THE WESTERN NATIONAL BANK of Hereford



THE STORE WITH THE SHERWIN-WILLIAMS HOUSEHOLD PAINTING GUIDE

## PANHANDLE LUMBER CO.