

# The Hereford Brand

Published Every Thursday

Our Slogan—“More People—More Farms”

25TH YEAR, NO. 22

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, JUNE 18, 1923

## WELCOME FLAGG

rapid unfolding of the vision they have had of a developed Plains country.

The merchants of Hereford and the citizenship of Deaf Smith county extend a hearty greeting to their new neighbor, Flagg, Castro county's latest addition to the roster of "live ones." Hereford welcomes Flagg, first, because her people believe in cooperation and good will to all; secondly, because in the opening of this new territory the far-sighted citizens of Hereford see the Texas.

Welcome to the brotherhood of Plains cities, people of Flagg; may you grow and prosper and take your place in the list of the live towns that are bringing the Plains country of Texas to the attention of the world.

## NEW CREDITS GRANTED TO OUR SCHOOL

Information from the State Department of Education which was received this week, states that the Hereford High School has been granted additional credits with the colleges of the State. Two units were granted in Spanish and one in general science on the basis of the work submitted. These were granted in addition to the one and one-half unit in agriculture which the school was entitled to without submitting work done by the students. Since vocational agriculture is closely supervised by the Department, they do not require written work done by the students to be submitted as is required in the other subjects.

The unit in science will be substituted for the half unit in physiology and geography which will not be taught at present as much of the physiology is taught in biology and the general science contains much physiology. This makes a net increase of three and one-half units of affiliation this year, or a total of twenty-four now held by the school. Affiliation is now held in everything taught in the high school except the fourth unit in English. This is difficult to obtain, or at least has proved to be so. The work of the entire four year English course in the high school is inspected before the fourth unit is granted. Specimens of work from each of the four years of work offered must be sent to Austin for examination.

While it is a disappointment to some not to have the full affiliation in English, the fact must be kept in mind that each year is built on the foundation of the preceding year for four years, not to mention the foundation below the high school. Thus it will be seen that improvement must be a longer process than in subjects that are not continuous for such a long time. Teachers and students deserve credit for improvement in English in spite of the failure to get the thing asked for. Those in the classes in which credit was granted should have much credit and should also be congratulated on their success and good fortune.

## Old Ewes Profitable if Handled Right, is Shown

C. C. French, pig club representative of the Ft. Worth Stock Yards, sends The Brand the following interesting article on profit that can be derived from old ewes. Allen Bell, local sheep man, who read the article with interest, says the same profit can be made right here in Deaf Smith county, if the project is tried. Mr. Bell further stated that the time must come when every farm in the Panhandle will run a few good sheep. The article sent in by Mr. French says:

"On May 18, B. M. Halbert of Sonora was at the stockyards and made the following statement of his experience in raising lambs from old ewes: "On October 1, 1921, I had 400 old ewes from \$2.50 to \$4 per head; had 31 head cut back; would have sold them for \$50 for lot. First thing I did was to pull all their broken and snagged teeth and put them on their gums, and placed them in my bull pasture with some goats. October 10, put in an old ram, bred them, and January 15 saw them going down, so put them in 1 1/2 acre field of Johnson grass stubble, and fed them one-half pound of pea-cake per day; on March 1 added two pounds

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## Vanlenarium is Planned on Irrigation Farm Here

A modern Vanlenarium is being built by A. G. Munshaw on the Arthur Holberg irrigation farm one and one-half miles north of Hereford. The bathing pool is to be concrete, 120 feet by 20 feet and is to be 3-feet deep at one end with a gradual slope to 9 feet in depth at the other end of the pool. Mr. Munshaw is to erect modern bath houses for both men and women. The Vanlenarium is to be built and operated according to specifications of the state and city health officers. Actual construction will start on the project within the next few days.

## POULTRYMEN TO HEAR EXPERT 25TH

Every poultryman in this part of the country should be interested in the announcement that F. W. Kazmeier, of Bryan, Texas, will lecture here on the general subject of poultry raising, in the district court room, at 10:30 a. m., Thursday, June 25.

Mr. Kazmeier is perhaps the best informed expert on poultry in the state. He is a graduate of the poultry department of Cornell University and for several years was employed as poultry expert by the Extension Service of the A. & M. College of Texas. He has had a wide and varied experience and is now the head of a big poultry establishment at Bryan.

Mr. Kazmeier has a message that everyone interested in poultry should hear. He is a practical man with technical training and can be of inestimable benefit to poultry raisers here. The poultry industry in this section is a big part of the income of the farmers who are paying their way in these times, and the number and quality of the poultry on local farms is steadily growing from year to year.

An added feature of the meeting at the courthouse next Thursday will be a capitalizing demonstration by County Agent Dunkle and Dr. W. F. Gabbert, local physician. Dr. Gabbert is an enthusiast with capitalizing experience that qualifies him as an expert. He has done a lot of this kind of work and has volunteered his services to aid Mr. Dunkle in capitalizing demonstrations once each week during the season, the first lesson to begin on June 25.

## "FORTY WINKS" COMING

"Forty Winks," a Paramount picture featuring Viola Dana, Theodore Roberts and Raymond Hatton, comes to the Star Theatre to remain for two days on June 24 and 25 next.

The picture, directed by Paul Iribe and Frank Urson, is an adaptation of the stage hit, "Lord Chumley," by David Belasco and Henry C. Demille. The story is mystery-romance, checkful of laughs. William Boyd, Anna May Wong, Cyril Chadwick and others play in support.

## ROCKWELL FAMILY RETURNS FROM HOT SPRINGS, N. M.

Mr. and Mrs. C. C. Rockwell and family, and John Moseley returned this week from a ten days visit at Hot Springs, N. M., where they went for the benefit of the mineral waters and for a vacation. They report dry conditions over portions of New Mexico and said the old home town surely looked good to them.

## MISS ETHEL RICE WINS PLACE ON TERM HONOR ROLL AT W. T. S. T. C.

Canyon, Texas. Among the twenty young men and women whose names were published on the annual term honor roll of the West Texas State Teachers College is that of Miss Ethel Rice, of Hereford. The term roll includes the names of those students who have been on the honor roll for three consecutive quarters.

Miss Rice has a record of thirty-one "A's" and three "B's". She has majored in Mathematics, and won the Regent's Scholarship for 1922-23. She is at present a member of the Lloyd Green-Allen Scholarship Society.

## West-Way Canning Club Also Gets Down to Work

The West-Way community has a unique canning organization which is expected to get results during the coming summer months. It is to be strictly a home project. Each club lady is to purchase her own pressure cooker and a number will meet at various homes over the community and work together. This will save much fuel and at the same time will produce a great community spirit. In this way they will save the expense of building a community canning house. Work is to start just as soon as the material can be ordered. Fruits, vegetables and meats will be canned both for home use and for commercial purposes. The officers are: Mrs. B. W. Hart, president; Mrs. G. Powers, vice president; and Mrs. Pink Gilliland, Secretary-Treasurer.

## Golf Sticks Are Given Mercer by Local Enthusiasts

A couple of years ago Dow Mercer acquired a new shotgun. It was made to order, was a thing of beauty from a trap shooter's viewpoint, and Dow was the proudest man in Hereford.

The gun is still beautiful and still shoots true, but Dow has carefully hung the weapon on the wall and now has a new love. The new object of his affections is a traveler's golf bag, full of steel-shafted sticks, the last work in the tools of the man who follows the little white ball across the landscape.

At a recent meeting of the golf club, called for that special purpose, Mr. Mercer was presented with these clubs as a token of the gratitude and appreciation of the club members for the magnificent work he has done and is still doing in building a real golf course for Hereford. Mr. Mercer's enthusiasm and vision, plus his hard physical labor, is making of the Hereford course one of the finest and most delightful courses in the country, and when completed the Hereford men will be equipped to play golf on any man's course with experience behind them that will be invaluable, and the club will also have links that they will be proud to show to visitors at all times.

The local course will be an enduring monument to Mr. Mercer for years to come, and his work has undoubtedly been the main spring in the growing enthusiasm and efficiency in the grand old Scotch game shown by the local members.

Lawrence Broadus, Vice-President of the Stockyards National Bank of Kansas City, spent Wednesday and Thursday in Hereford looking after business interests in this territory. He has a number of big cattle loans in Deaf Smith county and over West Texas.

## Secretary Moss Is Employed for Period of Year

At a business meeting of the Executive Committee of the Hereford Chamber of Commerce Thursday morning Secretary T. D. Moss was unanimously elected for a twelve months term.

Mr. Moss came here over a month ago on trial and his work has been so satisfactory that there has been no question about the matter of permanent employment. His work as a publicity man in particular is attracting state-wide attention, and the committee feels that, with his help, the Hereford country will soon have a good farmer on every quarter section of land.

## NEW CANNING CLUB SHOWS WAY TO WORK

The building committee of the Canning Club in the Progressive community was authorized to purchase the lumber at once for the community canning house, at the regular meeting Tuesday afternoon. The men in the Progressive community will erect the building and the ladies will serve a big basket dinner, picnic style on the date it is constructed.

The Secretary, Mrs. Lust, announced that all the material, including pressure cooker, can, burner, etc., was in transit and was expected any day. County Agent R. O. Dunkle announced the county fair and urged the club to start plans for the community booth and told of the four prize trips to the Dallas Fair offered as prizes to club boys and girls of Deaf Smith county. A number of Hereford business men made talks endorsing the work of the Progressive community.

After interesting reports on the boys and girls' clubs had been given and after Mrs. K. E. Cogdell, President of the Canning Club announced that Progressive would be on the map at the county fair, with a group, community booth and that their boys and girls would make a strong bid for the trips to the Dallas Fair, ice cream and cake was served to the 30 present.

This community is pioneering the canning industry for Deaf Smith county and their work is being watched by the leading farmers of West Texas. They are fostering the "live at home" idea and are helping to develop the truck farming industry in this county. Already there is talk of a canning factory for Hereford and a number of canning clubs have been organized over the county as a result of the work of this community.

## STATE STATISTICIANS ARE GATHERING PLAINS DATA

H. H. Schütz, Statistician for the United States Department of Agriculture, Bureau of Agriculture Economics of Houston, Texas, and F. E. Finley, Chief Clerk of the same department, who are touring the state making an acreage survey of all field crops in Texas, spent Wednesday afternoon and night in Hereford, getting data on crop acreage here.

Mr. Schütz reports that crop prospects are as good in northwest Texas as in any portion of the state and in some sections of the Northwest they have the best prospects in years. The crop conditions are very irregular over the entire state, according to the reports of these men. Schütz and Finley expressed a great deal of optimism over the future possibilities of this region.

## NEW PASTOR OF CHRISTIAN CHURCH WILL PREACH HIS FIRST SERMON HERE SUNDAY

The Reverend Thurmond Morgan, who received his M. A. degree from Texas Christian University this spring, will preach his first sermon in Hereford Sunday, June 24. Rev. Morgan has been selected pastor of the First Christian Church of this city for the coming year. He will be accompanied by his wife who is also a graduate of T. C. U.

The local church has been without a pastor for some time, the Reverend Paul J. Merrill having resigned, but fell to accept a call to the charge at Corsicana, Texas.

## Cars Collide: No One Seriously Injured, However

Two cars, driven by Mrs. Basil Jennings and George Jowell, collided Tuesday night at 9 o'clock on the Harrison highway three miles west of Hereford and the occupants of the cars were severely bruised and cut about the body, but no bones were broken. Both cars were badly wrecked. The cars came meeting each other and the lights blinded the drivers. The following received attention at the Deaf Smith County Sanitarium just after the wreck: Mrs. Basil Jennings and sons, Raymond and Edwin; Evelyn Hartman, and George Jowell, who was driving the J. F. Ross car.

## Official of Red Cross Plans Trip Here During July

Ralph Barnett, local chairman of the Red Cross Chapter, is in receipt of a letter from headquarters stating that A. W. Cantwell, special Life Saving representative of the Red Cross, will probably be here on July 6 and 7. Mr. Barnett has replied requesting Mr. Cantwell to be the guest of the Chamber of Commerce luncheon while here, and asking particulars of the program to be carried out. The letter to Mr. Barnett says:

"We are planning the itinerary of Mr. A. W. Cantwell, special Life Saving representative, who will be in Texas this summer.

"We are suggesting July 6th and 7th for the visit to your chapter. If for any reason these dates are not satisfactory, we would like to know as soon as possible.

Mr. Cantwell is an expert in First Aid and Life-Saving work and you will want to have your program planned in advance in order to derive the most benefit from his visit. You will want to secure the co-operation of local groups and organizations and to make a special effort to have representatives from branch towns present for the classes of special instruction as well as the Life-Saving exhibition.

"We would appreciate having copy of program that has been planned about a week in advance of the visit that would enable Mr. Cantwell to come to your community knowing the groups he would be expected to meet, the name of the Red Cross official in charge of the program and to plan his work accordingly."

"As time is short we will appreciate an early reply."

## "AIR MAIL" COMING

Warner Baxter, Billp Dove, May Brian and Douglas Fairbanks, Jr., are the featured players in the new Irvin Willat-Paramount production, "The Air Mail," which comes to the Star Theatre for two days next Friday.

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## FAIR BUDGET PASSED FOR USE IN 1925

The budget for the Deaf Smith County Fair was presented to the Hereford Chamber of Commerce at the regular luncheon Monday at the Stockman's Cafe by J. B. Elliston, Fair Committee Secretary, and was unanimously adopted and the committee instructed to go ahead with the detailed plans. One new feature of the fair as presented by Mr. Elliston is the community booth which is expected to draw exhibits from every community in the trade territory. Four free trips to the Dallas Fair were included for club boys and girls of Deaf Smith county.

Seth B. Holman reported on his trip to the first directors meeting of the West Texas Chamber of Commerce held at Wichita Falls last week and he told of a number of plans of the organization for the coming year. He announced the intended visit of R. Q. Lee, president of the West Texas Chamber of Commerce, and Porter A. Whaley, manager of the same organization, July 11, and stressed the need to have a large number of farmers present at the luncheon to be given for the distinguished guests.

R. O. Dunkle, county agent reported the progress of the Club work over the county and urged a number of business men to attend the meeting at Progressive Tuesday.

Ralph Barnett, W. S. Williams and T. D. Moss were appointed to arrange a caravan to attend the opening of the new town on the Flagg Ranch next Saturday so that Hereford might be well represented there.

A Defense Day program will be arranged for the fourth of July by Dr. W. F. Gabbert, Seth B. Holman and T. D. Moss. The program is to be announced at the next regular luncheon by this committee.

Three Boy Scouts of Hereford appeared at the luncheon and made short spirited speeches in which they outlined a plan for the Scouts to put in a good sized truck patch on some irrigated farm near Hereford, next year. Oliver Ray told the businessmen that the Scouts were eager to help advertise Hereford and Deaf Smith county and that they figured a truck patch properly worked and irrigated would be a good way to put this territory before the public.

Keith Guthrie created a great deal of enthusiasm when he said that the Boy Scouts wanted to put Hereford on the map and that they wanted the business men to help them secure a small tract of land for their project where they could plant potatoes, onions and other garden products and that there was no better way to advertise the country than to show the world just what it will produce. He called attention to the fact that a number of the boys were idle during the summer months and that this would be an excellent plan to keep them busy. A committee composed of C. A. E. Parker, E. W. Harrison and G. L. McDonald was appointed to help the boys formulate a plan for the project. A. E. Holberg offered to donate the land on his irrigated farm just north of Hereford, and Buchanan and Rosen have agreed to supply the necessary tools for one farm.

Dr. John W. Overton read a beautiful essay on Hereford which was written by Mrs. E. C. Eubanks. The Chamber of Commerce voted to thank Mrs. Eubanks for the essay and to authorize its publication in the local paper. The essay follows:

Hereford, City of Homes  
Through the destruction of a bridge at a strategic point, thereby producing

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**FRIONA**

Friona ball team defeated the Dimmitt team 11 to 12, on the Friona diamond Sunday afternoon. Manager A. C. Young is surely getting some good work out of the boys.

The Friona territory received three more good showers, and in some places almost floods, since our last printing. These showers are doing much good, but a real genuine soaker is what we are needing and we don't like to wait until the Fourth of July to get it, but we may.

The interest in poultry raising and dairying in this vicinity gradually grows and Biddy and Bossie are becoming common themes of conversation. Do you know that if all the butter fat that could be produced in this territory was churned into butter there would be enough to grease the "Hub of the Universe" for the next thousand years?

Our county surely needs a "county agent" to aid the farmers to get abreast of the times along all lines of agriculture. A proper move would be for Friona Chamber of Commerce to get in touch with Bovina and Farwell and adopt a plan for bringing about such a condition.

F. N. Welch has several hundred acres of wheat northeast of Friona which bids fair to make a yield of six to ten bushels per acre. Mr. Welch is busy now getting his combine in proper repair for taking care of the crop as soon as it is ripe.

Mrs. Adeline Reeve and daughter, Miss Rachel, and Mrs. Dayton Hanson and children departed for Los Angeles, California on the evening train Monday. Mrs. Reeve and Miss Rachel expect to remain in the west for at least a year and Mrs. Hanson goes to visit her parents who reside there.

**WYCHE ITEMS**

Mrs. J. C. Williams is getting well enough to go to the table with her crutches, with some help.

James Dugan visited Daniel McKinney Sunday.

Mr. and Mrs. Ed Cox entertained the community with an ice cream supper last Friday night. There was lots of cream and cake and everybody had a fine time.

Friona and Rondel Matthew, Leona Shultz and John Phillips spent the day Sunday with Mr. and Mrs. Harry Shultz. They made ice cream and had a nice time.

Mr. and Mrs. R. W. Hough and family, Mr. and Mrs. Ed Cox and family, Mr. and Mrs. Ed Mosley and family, Mr. and Mrs. J. J. Clayton and family, Mr. and Mrs. C. C. Cook and family, Clarence and Melvin Schutte, Elmer Williams, Cable McKinney, Erwin, Elliston and Henry Dowling, wife and baby, spent the day Sunday with Mr. and Mrs. L. M. Applegate.

J. W. Dugan and daughters visited Mr. and Mrs. J. C. Williams last Sunday.

Floyd Fortner and wife, from Irene, and Mr. Fortner's brother visited in the home of L. M. Applegate Friday.

May and Mildred Hough spent Sunday evening with Lavada and Alma Cox.

Jewell Applegate spent Saturday

night with Monte Cook.

Miss Elberta Reid left for Canyon last Friday to visit in the home of her uncle, Reese Hough.

Some of the Decker children have the whooping cough.

Mrs. Gordon Gold came home Thursday after visiting for several days with her relatives in Hereford.

Miss Montie Cook has the whooping cough.

Misses Mary and Mildred Hough visited the Dugan girls Friday.

Mrs. Henry Downing and baby, Mr. and Mrs. Edd Cox and children, Mr. and Mrs. J. J. Clayton, Mr. and Mrs. L. M. Applegate and children, Mr. Elmer Williams, Erwin and Victor Elliston, Mr. and Mrs. C. C. Cook and daughter and Miss Ethel Decker spent Sunday last week with Mr. and Mrs. R. W. Hough.

Mrs. Vern Witherspoon, Mrs. Anderson Witherspoon and Mrs. Dr. Howe spent Friday afternoon with Mrs. C. J. Padlock.

We have had several little showers. Crops are looking good, also gardens.

Mrs. Wily of Hereford visited her daughter, Mrs. Leo Wolfe, from Friday until Sunday.

Mr. and Mrs. R. N. Dunn and little daughter visited Mr. and Mrs. J. C. Padlock Sunday.

Vera and Oleta Elliston visited Mr. and Mrs. Custard Elliston Sunday.

We are surely proud of our Sunday School. There are about fifty in attendance every Sunday.

Last Saturday night is "42" night.

**NORTH EAST CORNER (Fairview-Union Schools)**

The people of our community are a little more encouraged since there were a few showups last week.

The crops are looking fine but we have no bottom season and will have to get showers pretty often.

Grandpa Bowen is a very sick man at this time. He suffered something like a paralytic stroke a few days ago.

The W. O. W. members from our corner attended lodge at the Wildorado hall last Wednesday night and had a good time. There were 32 of the Amarrillo boys present and the boys put on some good team work. After this, cake and ice cream was served and all went their limit towards exterminating this.

The young man referred to a few weeks ago who was fixing his batching camp, has decided the place is too large for him alone and has taken a wife. The man was Mr. Elmer Womble and he married Miss Gladys Thomas, of Big Springs, Texas. We congratulate them and wish them many happy days of wedded life.

Miss Leanda Bowen visited in Wildorado part of last week.

L. C. Moore made a business trip to Amarillo one day last week.

J. C. Alfred has been working lately trying to get a rural route for our community.

J. C. Alfred and his sister, Mrs. Frank Daniel, left last Monday for Wichita Falls with their father, J. L. Alfred, who has been very sick for the past three months. The doctors thought the change in climate, water, etc., might be beneficial to him.

Bro. A. M. Dowell preached at Palo Duro church Sunday night. A good crowd was present.

Elmer Womble and wife were charivareed last Sunday night by a few of the young people.

Jonnie Jenkins and Miss Jessie Renison were married last Sunday afternoon in the Renison home.

**PROGRESSIVE**

There were 62 members present at Sunday School last Sunday afternoon. A large crowd was present at Singing Sunday night where the time was spent in singing and the reading of some good papers. Miss Laverne Posey of Hereford was a visitor.

The Intermediates and some of the Seniors enjoyed a picnic at Sulphur Park last Friday evening. The most important feature of the evening was the good eats which were served. (The winners they roasted to their heart's content, or their appetite's satisfaction.)

Fred Caldwell left Hereford for Denver, Colorado last Sunday afternoon.

Orien Russell and his sister, Miss Marguerite, accompanied Miss Flossie Bowman to the League in Hereford Sunday evening.

Cecil Hodges was seen at Progressive Sunday evening, something that has not occurred for some time.

The Caldwell family, Mr. and Mrs. Jeff Roberson and Miss Berta Walker spent Sunday in the Summerfield community.

The program for our Singing next Sunday evening is as follows:

Opening Song—Mrs. Lewis.

Song—led by Bill Knox.

Duet—arranged by Marguerite Bowman.

Song—led by Margaret Ricketts.

Reading—Wanda Blag.

Double Quartet—arranged by Mrs.

C. C. Bowman.

Song—led by Marguerite Russell.

Quartet—arranged by Elmer Patterson.

Paper—Leroy Hodges.

Duet—Velma Caldwell and Mrs. Jeff Roberson.

Reading—Miss Mary Ratcliffe.

Song—led by Clyde Sharp.

Double Quartet—arranged by Jeff

Paper "Something for our Good"

Mr. Bowman.

Song—led by Lucille Park.

Closing Prayer—P. Caldwell.

**D. R. GASS & SON DRY GOODS AND NOTIONS**

HEREFORD WELCOMES THE NEW TOWN OF FLAGG.

**An Event You Should Not Miss**

A Money Saving Event

**Summer Sales**

A Money Saving Event

It is a bit early for stock reductions but we must move our merchandise. That is the reason for this early June Sale. Here you will find bargains in seasonal apparel, ready-to-wear or in the piece. You will have to act quickly if you want to enjoy these savings. Some of these specials will sell at first showing.

**Ready-to-Wear**

Our stock of Ready-to-Wear is very limited and to close them out we make a special price of 25% Off.

One lot of Gingham and

Percale Aprons 98¢  
One lot of Children's Gingham and Percale Dresses, 75¢  
Dresses of Silk Crepes, New Patterns, only a few left.

**Fabrics**

20 Patterns 40 inch Voiles, Pretty Patterns, 65¢ values 45¢  
\$1.50 32 inch Summery Printed Silk Crepes 89¢  
\$1.00 Striped Broadcloth 75¢  
65¢ Tissue Gingham 39¢  
25¢ Percale 20¢

**Tennis Shoes and Oxford**

Here is your chance to enjoy foot comfort these hot days.  
Men's and Ladies' 98¢  
Boys' and Girls' 75¢



Your Maxwell or your Chandler, Your Hupmobile or Super Six.

Will need repair or proper parts. If they are out of fix.

We don't draw the line on any of them; no matter what kind of a car you have, our expert mechanic can discern the trouble and give you quick relief. We carry the best gasoline, grease and oil. See us for your needs.

**Beavers Bros.**

Hereford welcomes the new town of Flagg.

**What Is Bank Service?**



Bank service consists of the innumerable accommodations and conveniences which every modern institution extends to its customers.

This bank, in common with other "Lone Star" Banking Institutions throughout the state, is constantly striving to improve its service for the comfort, safety and convenience of its depositors.

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

**SUPERIOR POULTRY AND DAIRY FEEDS**

Don't use "Superior" cow and chicken feeds unless they prove cheaper and more satisfactory than your own or other mixtures. A fair trial will convince you.



Hear F. W. Kazmeier, former poultry husbandman A. & M. College of Texas, June 25, 10:30 a. m., in District Court room. Hereford Welcomes the new town of Flagg.

West Texas Feed & Seed Co. Hereford, Texas Phone 265

**DEPARTMENT OF AGRICULTURE HEREFORD HIGH SCHOOL**

June finds the season's planting done, and the battle with weeds well begun. This and July are the months of cultivation. Keep the soil stirred to admit air and conserve moisture, and to make the plant food available to the roots of the growing plants are the methods by which strong and rapid growth are promoted.

Summer spraying of the apple trees with arsenate-of-lead will keep down the caterpillars, apple worms and the fall webworm. Spraying to destroy the young may be done with a mixture of one pound of the powdered arsenate (or two pounds of the paste) to 50 gallons of water; for the older and larger worms double the amount of poison should be used. See that the sprayer is in good condition and that there is plenty of force (pressure) to the spray so that every leaf and branch gets treated.

This is the time of year when the owner of dairy cows and beef cattle begins to think about a silo if he hasn't one.

Wait until the alfalfa is well in bloom before cutting. The yield over a period of years will be higher and a better stand of plants maintained by this practice. Some alfalfa growers fear that waiting for bloom will damage the basal shoots. The mower gets some of them, but the stronger growth more than offsets this damage.

Cassing the insects will not help the crop. Give 'em the poison.

Consumption of milk and cream has been steadily increasing in the United States for a number of years. The average consumption per person last year was 54.7 gallons, compared with 53 gallons in 1923. The average daily consumption per person is estimated at 1.2 pints. This increase in the consumption of dairy products indicates that the time has not come when there will be an overproduction of these products; therefore, the prices of these products should continue to be good.

C. W. HUMBLE.

**FIVE CENT BOUNTY ON JACK RABBITS TO BE HERE SOON**

Deaf Smith county is taking the lead in the District jack-rabbit bounty campaign, according to County Judge Earl W. Wilson. The Commissioners Court of this county is ready to place a five-cent bounty on all jack rabbits killed in this county if the neighboring counties will put on a like campaign. "They must all work together if the rabbits are successfully eradicated," Judge Wilson stated. An effort is being made to line up Farmer, Castro, Randall, Oldham and Potter along with Deaf Smith for the fight on jack rabbits.

ated," Judge Wilson stated. An effort is being made to line up Farmer, Castro, Randall, Oldham and Potter along with Deaf Smith for the fight on jack rabbits.

**NOTICE OF SALE OF REAL ESTATE UNDER ORDER OF SALE**

THE STATE OF TEXAS, County of Deaf Smith, No. 1505

Commerce Trust Company, a Corporation, Plaintiff, vs. O. B. Jackson, H. M. Jackson, Pearl Jackson, North Texas Trust Company, Commerce Farm Credit Company, Continental & Commercial National Bank of Chicago, E. F. Consell, John Brownlee, C. V. Thackara, Penn-Tex Oil & Gas Company, a corporation, Charles V. Thackara, George W. Brown, Jr., Maurice W. Masland, Howard Cooper Johnson, T. Walter Gikysen, Arthur H. Squier, Daniel C. Donoghue, Josephine Levering, Alex Shipley, Shipley Bros. Cattle Company, W. B. Arnold, P. H. Seewald, P. H. Segward, Thomas Ruddy Company, the Western National Bank of Hereford, Daltex Cattle Company, Blackburn Bros. a copartnership composed of C. J. Blackburn and H. W. Blackburn, Defendants.

WHEREAS, by virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on a judgement rendered in said cause on the 15th day of May, A. D. 1925, in favor of Commerce Trust Company, a private corporation, and against all the defendants aforesaid, said cause being No. 1505 on the docket of said Court, I did on the 9th day of June, A. D. 1925, at 8:00 o'clock A. M., levy upon the following described tract or parcel of land, situated in Deaf Smith County, Texas, and consisting of 12,720 acres of land, more particularly described as follows:

Section	Township	Range	Acres
No. 3	6 North	2 East	640
4	6 North	2 East	640
9	6 North	2 East	640
10	6 North	2 East	640
33	7 North	2 East	640
34	7 North	2 East	640

according to the plat of the Capitol Syndicate Subdivision of Capitol Leagues Nos. 357, 365, 366, 371, 372, 378, 379, 386, and 387, recorded in Volume 15, Pages 60-65, Deed Records of Deaf Smith County, Texas.

Section	Township	Range	Acres
No. 7	West 1/4, 6 North	3 East	320
18	6 North	3 East	640
19	6 North	3 East	640
31	6 North	3 East	640
27	6 North	2 East	640
28	6 North	2 East	640
33	6 North	2 East	640
34	6 North	2 East	640
35	8 1/2 & NE 1/4, 6 North	2 East	450
3	5 North	2 East	640

14 5 North 2 East 640  
23 5 North 2 East 640

according to the plat of the Capitol Syndicate Subdivision of Capitol Leagues Nos. 357, 365, 366, 371, 372, 378, 379, 386, and 387, recorded in Volume 15, Pages 60-65, Deed Records of Deaf Smith County, Texas.

Section 30, Block K-11, G. B. & C. N. G. RY CO. Surveys, Certificate No. 4-568, containing 640 acres.

Section 34, Block K-11, G. B. & C. N. G. RY CO. Surveys, Certificate No. 4-568, containing 640 acres.

Said lands are located in North and Northwest portion of Deaf Smith County, Texas, and most generally known as the Jackson Bros. Land.

And on the 7th day of July, A. D. 1925, being the first Tuesday in said month, between the hours of ten o'clock A.M. and four o'clock P. M. on said day, at the courthouse door of said County, I will offer for sale and sell at public auction for cash all of said lands, and all of the right, title and interest of any and all of said defendants in said to the same.

**Summerfield Insurance Agency**

Try our Combined Fire, Lightning, Windstorm and Hail Policy and save money on your premium costs. Also take out your Life Insurance with the Southern Benevolent Assn. of Dallas and Amarillo and join the two hundred members we have written in the past six weeks. The kind you can keep up in the hardest of times.

**Lawrence Johnson**  
Summerfield, Texas  
21-10t

Dated at Hereford, Texas this 9th day of June, A. D. 1925.

CLAUDE BENTON, Sheriff, Deaf Smith County, Texas. By W. A. Miller, Deputy.

**G. L. WOODS, CONSTRUCTING A COTTAGE CAMP GROUND HERE**

G. L. Woods, of Floyd county, has purchased the old twenty acre Boone nursery tract in west part of Hereford, on the state highway, and is converting same into what is to be

known as "Cottage Camp Ground." He is building ten cottage camp houses, a starter, a community kitchen and dining hall, erecting a drive-in filling station, store and etc. In addition to this Mr. Woods will supply campers and tourists with fresh milk, eggs, vegetables, etc., all of which he will produce on this twenty acre tract.

Shower baths for both men and women will be provided, and he expects to convert the Tierra Blanco stream, which runs thru this tract, in-

to a fishing, boating and bathing resort.

At an election held Monday night by Hereford Lodge No. 849, A. F. & A. M., the following officers were elected for the ensuing term: H. L. Rice, Worshipful Master; Bank Ramey, Senior Warden; Chas. Whitehead, Junior Warden; O. S. Tatman, Tyler; J. S. Jones, Secretary; H. B. Webb, Treasurer. Appointive officers are yet to be named.

Hereford welcomes the new town of Flagg.

**Did You Ever Stop to Think**

of the innumerable services a bank renders in facilitating the needs of its customers? These services include cashing of checks; keeping a mass of detailed bookkeeping records; collecting checks, drafts and other receivables placed on deposit, and in many other ways affording a safe, convenient place for the transaction of financial affairs. These services are yours for the asking the moment you make a connection here.

**The First National Bank**

MEMBER FEDERAL RESERVE SYSTEM

**AN IMPORTANT CHANGE IN POLICY**

STUDEBAKER herewith announces the discontinuance of the custom of presenting a new line of automobiles each year. Instead of bringing Studebaker Cars dramatically up-to-date once in twelve months, we shall keep them up-to-date all of the time—with every improvement and refinement made available by our great engineering and manufacturing resources. This policy not only directly benefits present Studebaker owners, but it also enables purchasers of new cars to obtain models that are always modern—without the necessity of waiting for annual changes, and without the danger of their new cars becoming obsolete.

**B**ACK of this new policy is an amazing story—of interest to everyone who owns or expects to own an automobile.

The dramatic success of the present line of Studebaker Cars is one reason for this important change. Month after month we keep breaking records—sales keep piling up. This year we will sell almost four times as many automobiles as we produced in the big boom year which followed the war.

shadow of doubt that Studebaker Cars are so soundly engineered and manufactured and so eminently satisfactory in the hands of owners, that drastic annual changes are not required.

Improvements and refinements will be made from time to time. New features will be added. When our engineering department (maintained at a cost of more than half a million dollars a year) devises an improvement in any model, it will be made without regard to the calendar.

As in the past, we shall continue to pioneer vital betterments that have proved their merit through practical use. Alert, aggressive, receptive to new ideas, resourceful in executing them, guided by scientific research and spurred by imagination, the Studebaker organization proposes to build better motor cars than ever before.

Now you may buy a Studebaker on any day of the year with the confident assurance that the sturdy, thrifty, one-profit car you drive away will not be stigmatized by any act of ours as a "last year's model." Today, in even more generous measure than in the past, Studebaker Cars offer the utmost value for the money.

Owners report endurance records, even beyond our greatest expectations. Out in the rugged mountain regions where Studebaker sells four times its normal proportion of cars, owners talk about these models in the most extravagant terms. In 1924 the Corporation's sale of repair parts dropped to \$10 per car per year. Mechanical stamina under severe usage—remarkable performance under the most difficult travel conditions—these are the qualities for which Studebaker Cars have long been noted.

Surely these significant facts prove beyond any

THE STUDEBAKER CORPORATION OF AMERICA, SOUTH BEND, INDIANA

**ROCKWELL BROS. & CO.**  
LUMBERMEN

Phone 4

**SATISFACTION MUST BE YOURS**

**Hail Insurance!**

We represent the Franklin Fire Insurance Co., one of the strongest old line Companies, and will be glad to write your hail insurance.

All adjustments made promptly by Mr. W. L. Peters and claims are paid in the field.

See or phone us, and we will do the rest.

**Hill-Ireland Realty Co.**  
Clark Building Phone 358

**STUDEBAKER**  
MOTOR CARS  
*This is a Studebaker Year*

## Old Ewes Profitable if Handled Right, is Shown

(Continued From Page 1)

of mixed food, 20 per cent meat, 60 per cent hulls; on March 10 took them out of the field and put them in a small horse pasture, with lots of shade, which is essential. They then commenced to lamb.

"Twenty-four ewes brought single lambs, five ewes brought twin lambs, one ewe brought triplets, and one died; total, 37 lambs.

"Gave these sheep some little extra attention; the ewe could not raise her three lambs, so gave one to a nanny goat.

"May 5, sheared the ewes; got seven pounds wool per head, sold at 51c per pound or \$107.10; three and one-half months feed cost \$100; wool paid for feed and care.

"The 37 lambs are contracted for at 11c per pound to be delivered October 1; estimated value \$6.50 per head, or \$240.50.

"I still have the 30 ewes in good condition and worth \$2.50 per head or \$75, making a total of \$315.50.

"This shows what can be done with a lot of old ewes, well cared for, farmers who have enough feed, small pastures and winter barley should take advantage of this wonderful opportunity to increase their incomes," says C. C. French, Industrial Agent of the Fort Worth Stockyards Company.

## FAIR BUDGET PASSED FOR USE IN 1925

(Continued from Page One)

a psychological reaction. Deaf Smith saved his country from the alien Mexican and earned the undying gratitude of the entire state of Texas. Almost unbelievable changes have been wrought since that day, especially in that portion of the Panhandle occupied by the county named for him, in which Hereford, City of Beautiful Homes, is situated.

With the steady influx of practical farmers from the North and South, East and West, the adjacent territory is rapidly giving evidence of a farm product diversification—excellent now where in the land. The Dakotas have witnessed no lower drooping heads of golden wheat nor the Pacific coast looked upon heavier laden vineyards. The tinkle of the early morning cream can rivals the steady hum and thug of the cotton gin, all of which, however, have not entirely hushed the bawl of the calf and the hiss of the branding iron.

Cross-continent transportation facilities provide connections with trade centers throughout the United States, and through trans-oceanic carriers, with the markets of the rest of the world, making certain the favorable disposition of the products of the millions of acres of virgin prairie whose development is inevitable.

Water—the Lifegiving—is of paramount consideration in a country of almost perpetual sunshine. To have at hand an inexhaustible underground supply which can be brought within a few minutes, rushing and foaming to flood the thirsty fields, is assurance of unfailing yield—of certain prosperity. It is thus the Great American Desert has been made to blossom, and this is but one of the many inducements the Hereford territory has to offer the investor.

However, the largest farm projects are not those utilizing irrigation. The small grains produced by the dry farming method in the Panhandle of Texas in a recent year exceeded in value the oil output of the entire state during the same time.

The civic improvements of Hereford are far superior to those of many larger cities, and many modern structures of beautiful architecture are pointed to with pardonable pride.

The educational movement is not in its infancy here, as evidenced by the high standard School System in operation in the most up-to-the-minute structures.

The publicity campaign launched by the West Texas Chamber of Commerce has focused the eyes of the nation upon the Panhandle and it is rapidly becoming the Mecca of the Homeseeker. Linking the best traditions of the Old West with Progressive Modernism has produced the New West, and an age of Specialization and Power. In a country of inevitable growth these can only mean unquestionable prosperity. And this is what Hereford has to offer—unlimited opportunity to any who wish to become one with her in the upbuilding of an Empire.

Next Monday the luncheon will be held in the City Cafe.

## LEGION OFFICIAL THANKS BIGGS FOR COUNTY QUOTA

A. L. Biggs, chairman of the Deaf Smith county drive for the American Legion Endowment Fund, is in receipt

of a letter from J. L. Lancaster, of Dallas, state chairman of the drive, acknowledging receipt of this county's quota of \$200 and expressing his appreciation of the spirit and promptness shown by the people here in meeting this obligation. In concluding his letter Mr. Lancaster says, "I am glad the enthusiasm of the citizens of Deaf Smith county for the men who went to the front has not abated."

## MR. AND MRS. W. R. STECKMAN LEAVE ON VACATION

Mr. and Mrs. W. R. Steckman left last Saturday for Princeton, Mo., and Lawrence, Kansas, on visits to members of their family. Mrs. Steckman will visit her daughter, Mrs. A. Lawrence, at Lawrence, Kansas, while Mr. Steckman will go on to Princeton to see his father. They expect to be away several weeks. Mr. and Mrs. Carl Lewis are here from Slaton during the absence of Mrs. Lewis' parents. Mrs. Lewis is helping out the Brand force on the linotype meanwhile.

## J. F. WARD FINDS FIELD SELECTION OF SEEDS GOOD

J. F. Ward, prominent farmer living one mile south of Hereford, finds the field selection of seeds to be very profitable and fascinating. He started in to select the best in his cotton field two years ago and had enough seed to plant only a few rows in his garden. After culling the field for all the undesirable plants he secured enough seed off this small plot to plant one and one-sixth acres this spring to this high grade Burnett variety.

Last year Mr. Ward saw a wonderful development in his project. His patch made an estimated average of 1100 pounds per acre while others around him averaged around a fourth of a bale per acre. He figures it will be another year before he can raise enough of this high grade seed for commercial purposes.

Mr. Ward also uses the field selection plan for his grain sorghums and says that he is highly pleased with the outcome. He practices diversification and rotation of crops and says that he is never bothered with smut, a thing that many of his neighbors are damaged with each year. In addition to his field crops Mr. Ward is a raiser of pure bred chickens and hogs.

## HEREFORD TO HAVE EIGHT NEW ROADS IN NEXT 30 DAYS

Business in Hereford is expected to be greatly stimulated as a result of the opening of eight rural roads leading into Hereford from various parts of Deaf Smith county within the next thirty days. The new roads are to be put in first class shape and will give the farmers of this county better access to market. The longest road is about forty miles and is in the north part of the county. These rural roads were deemed of vital necessity because of the many ranches that are being broken up into farms and are rapidly being colonized. An effort will be made to establish rural free delivery on most of these roads within the near future. According to Earl W. Wilson, County Judge.

A Classified ad will sell it for you.

## Mrs. Slaton Has Retired; New Hospital Management

Miss Pearl Hubbard, a registered nurse from Sherman, Texas, has been appointed Superintendent of the new Deaf Smith County Hospital and assumed her duties the first of the present week. Miss Hubbard succeeds Mrs. Nettie Price Slaton, who has been superintendent of the institution, as well as of the old Sanitarium, since the establishment of hospital service in the city.

Miss Hubbard has been Day Nurse here for several months, is acquainted with local conditions, and has the experience in hospital and executive work behind her that insures efficient management in her new work.

Mrs. Slaton has given unselfishly of her time and talents to the upbuilding of the humanitarian side of Hereford's civic development and, as she retires to take up the interrupted duties of her home life, expresses her continued great interest in the future of the county's hospital. Her leadership will be missed but her counsel and experience is still available if needed.

## L. COFFMAN OF JOSEPHINE LOCATES 7 FAMILIES HERE

L. Coffman, of Josephine, Texas, purchaser of the Mounts five section tract located about five miles west of Hereford, has succeeded in selling off all but one-half section of it.

As a result of these sales seven new families are moving to the land, and improving same.

Mr. Coffman did not get his deed to this land until after January 1st, this year, so he has established quite a wonderful record for quick work. All of these sales were made to people living in a territory extending from Lubbock to Collins county.

## POST OFFICE RECEIPTS SHOW FOUR PER CENT DECREASE

The post office receipts of Hereford show a four per cent decrease in business for the month of May as compared with April of this year. "However, this is not due to the increase in postage rates," according to J. A. Wear, local postmaster, "but to the general business conditions of the country." This post office always shows a decrease in business at this period of the year due to the fact that the farmers are unusually busy in their crops. The business is holding up surprisingly well according to Mr. Wear and the receipts for May, 1925, showed a fair increase over the receipts for May of last year.

## TWELVE HUNDRED STUDENTS ARE ENROLLED FOR SUMMER TERM

Canyon, Texas.—The fifteenth annual summer session of the West Texas State Teachers College is beginning this week with an enrollment of more than twelve hundred students at the end of the third day. Practically all the students who have enrolled up to

the present time are from sections of the state remote from Canyon. Students coming from points nearer the city will continue coming well into next week.

President J. A. Hill has a faculty of seventy-six members who are already on the ground and ready to accomplish the greatest amount of work possible in their respective departments. A number of new members have been added to the faculty, some of whom will remain only during the summer and others who will be permanent members of the teaching staff of the West Texas State Teachers College.

There is a noticeable increase in the number of students taking work of college rank in the teachers college at Canyon, and a decrease in the number taking summer normal work. These things indicate to college authorities a wholesome condition in the teaching profession in Texas. The administrative authorities expect the attendance to reach the two thousand mark before the first of June.

## LUBBOCK GOLFERS WILL PLAY IN HEREFORD SUNDAY

Ten of the best golf players in Lubbock will be here Sunday to meet the Hereford golf team on the local course, according to Albert Herbst, Secretary of the local Golf Club, who received a wire Tuesday from Lubbock. Reports show a strong team that will represent Lubbock Sunday. Many will be in the lineup who entered the state tournament recently. After suffering a severe drubbing at Amarillo last Sunday, the local crew have settled down to earnest training and are working out daily for the mix. It will be a fighting bunch that represents Hereford Sunday and they expect to give Lubbock a hard battle.

## AUDIT SHOWS DEAF SMITH COUNTY IN FINE CONDITION

J. S. Oglesby, public accountant of Dallas, has just finished auditing the books of Deaf Smith county and reports them in first class condition. The records show this county to be in a much better financial condition than a number of West Texas counties. The books show a cash balance of more than \$60,000 while a number of the counties are borrowing money at present to pay current expenses.

## VERNON CURTIS IS MAKING GOOD AT A. & M. COLLEGE

Vernon Curtis, son of O. O. Curtis of this city, is making quite a distinguished record at the A. & M. College of Texas, where he will be a senior next year. Young Curtis was recently elected president of the Panhandle Club at the College and also qualified as an expert machine gun operator in the military department. He is now at Galveston taking the regular government summer work in the R. O. T. C.

Let's build a Hotel in 1925!

No. 1504  
NOTICE OF SALE OF REAL ESTATE UNDER ORDER OF SALE  
THE STATE OF TEXAS,  
County of Deaf Smith,  
Missouri State Life Insurance Com-

pany, Plaintiff, vs O. B. Jackson, H. M. Jackson, Pearl Jackson, North Texas Trust Company, Commerce Farm Credit Company, Continental & Commercial National Bank of Chicago, E. F. Connell, John Brownlee, C. V. Thackara, Feni-Tex Oil & Gas Company, a corporation, Charles V. Thackara, George W. Brown, Jr., Maurice W. Masland, Howard Cooper Johnson, T. Walter Glikyson, Arthur H. Squier, Daniel C. Donoghue, Josephine Levering, Alex Shipley, Shipley Bros. Cattle Company, W. B. Arnold, P. H. Seewald, P. H. Seeward, Thomas Ruddy Company, the Western National Bank of Hereford, Daltex Cattle Company, Blackburn Bros., a copartnership composed of C. J. Blackburn and H. W. Blackburn, Defendants.

WHEREAS, by virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on a judgement rendered in said cause on the 15th day of May, A. D. 1925, in favor of the Missouri State Life Insurance Company, a private corporation, and against all of the defendants aforesaid, and a judgement in the same cause in favor of Commerce Farm Credit Company, a private corporation, against all of the other defendants hereinbefore mentioned, said cause being No. 1504, and 1383 having been previously consolidated with it, on the docket of said Court, I did, on the 9th day of June, A. D. 1925, at 8:00 o'clock A. M., levy upon the following described tract or parcel of land, situated in Deaf Smith County, Texas, and consisting of 5596.21 acres, more particularly described as follows:

All of Survey No. 47, Block K-6, Certificate No. 44, Patent No. 18, Volume 40, Original Grantee G. B. & C. N. G. R. Y. Company, and containing 640 acres in Deaf Smith County, Texas.

Also all of Survey Number 88, Block

K-6, Certificate Number 64, Original Grantee G. B. & C. N. G. R. Y. Company, and containing 640 acres in Deaf Smith County, Texas.

Also all of the West Half (W 1/2) and the South Half of the South-east Quarter (S 1/2 of SE 1/4) of Survey Number 29, Block K-6, Certificate Number 35, Patent Number 15, Volume 40, Original grantee G. B. & C. N. G. R. Y. Company, and containing 400 acres in Deaf Smith County, Texas.

Also 640 acres out of Capitol League Number 379, and described as all of Section Number 10, in Township Number 5, North of Range Number 2, East of a Capitol Syndicate Subdivision as shown by plat of records of Deaf Smith County, Texas to which reference is here made, and containing 640 acres in Deaf Smith County, Texas.

Also 3276.21 acres out of Capitol Leagues Numbers 366, 367, and 372, and described as Sections Number 16, 20, 21, 28 and 29, in Township Number 6, North of Range Number 3, East of a Capitol Syndicate Subdivision, as shown by plat of records of Deaf Smith County, Texas.

Said lands are located in North and N. W. portion of Deaf Smith County, Texas, and most generally known as the Jackson Bros. Land.

And on the 7th day of July, A. D. 1925, being the first Tuesday in said month, between the hours of ten o'clock A. M. and four o'clock P. M. on said day, at the courthouse door of said County, I will offer for sale and sell at public auction for cash all of said lands, and all of the right, title and interest of any and all of said defendants in and to the same.

Dated at Hereford, Texas this 9th day of June, A. D. 1925.

CLAUDE BENTON,  
Sheriff, Deaf Smith County, Texas.

By W. A. Miller, Deputy.

## DUNLAP HARDWARE CO.

"Have What You Want, When You Want It"

New Perfection and Superfix oil Stoves.  
Lawn Mowers, Hose, Hoes, Rakes, Garden Plows.  
House Paint, Enamels and Varnishes.  
Leather Goods, Collars, Bridles, Lines, Hames.  
Well Supplies, Piping, Casing, Mills, Suckerods.

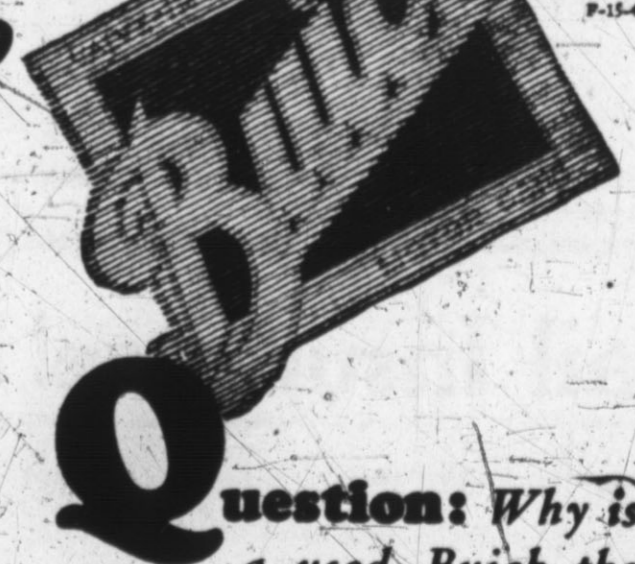
We take care of your needs, and want your business.

GREEN STAMPS—YES, WE HAVE THEM

## DUNLAP HARDWARE CO.

When Better Automobiles Are Built, Buick Will Build Them

No. 19



Question: Why is a used Buick the next best buy to a new Buick?

Answer: Because the correctness of Buick design and the quality of Buick manufacture are not altered by use. A used Buick is a better investment than many new cars of other makes.

## RENFRO & SONS

Hereford, Texas

When better automobiles are built, Buick will build them

## Humming Bird Hose for Ladies

in every variety of shade and in sizes to fit any customer. A large and beautiful selection to choose from. Among the shades now on display are Shell, Cobalt (blue), Wisteria (orchid), Strawberry (fraise), Skin, Atmosphere, Tortoise, Priscilla (grey), Chaire (flesh)

\$1.50 per pair

Chiffon, in blonde satin, skin, \$2.25 per pair



THEY ARE BEAUTIES—AND THERE IS NOTHING BETTER.

Wednesday is Double J. N. Stamps Day

DOUBLE STAMPS GIVEN ON ALL CASH PURCHASES EACH WEDNESDAY. ASK FOR THEM



J. O. NEWELL

**SERVICE**

When you buy insurance thru this Agency your problems receive careful, intelligent study—giving you safe and sane coverage. You get prompt claim settlements—

Phone 50

**THE A. L. BIGGS AGENCY**

Insure In Sure Insurance.

**Classified Advertising**

Wait Ads, Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc.  
**RATES:** Classified, first insertion, 1 1/2¢ per word; minimum 25¢; subsequent insertions, 1/2¢ per word; minimum 25¢.  
**CASH WITH ORDER.**

**FOR SALE**

**FOR SALE**—Big German millet seed free from Johnson grass. Three cents per pound. Floyd Botsford, 22-21-Pd. Summertield, Texas.  
**FOR SALE OR TRADE**—100 acres of land about eleven miles southwest of Hereford. Trade for residences in Hereford. Irwin S. Hamilton, 22-21-Pd.  
**EXCHANGE**—Good No. 9 Oliver typewriter for milk cow. J. B. ELLISTON, 21-1f.

**FOR SALE**—Five room house in three blocks of new high school. One extra lot 60 x 140. Upright folding bed, New Perfection oil stove, four burner. See or phone 161. J. S. ORR, 21-4t.

**FOR SALE**—Good Jersey cow, just fresh. Phone 250. J. F. WARD, 21-1f.

**EXCHANGE**—150 acres timber land right in Sipe Springs shallow oil field for land near Hereford. ELLISTON-JONES LAND CO., 21-1f.

**FOR TRADE**—Complete instruction in tanning and fur dressing, for young Swifts. TEXAS FUR CO., 852 Exposition Ave., Dallas, Tex. 21-2t.

**FOR SALE**—5 room house and two acres of ground, outbuildings and windmill. One mile west of main street, on Amarillo highway. Attractively priced. O. O. CURTIS, 20-4t-Pd.

**FOR SALE**—Two shares stock First State Bank & Trust Co., Hereford. Best immediate offer gets it. Address, CLARENCE E. THOMPSON, 21-3t. Rd. Box 174 Van Nuys, Calif.

**FOR SALE**—Two 2-row P & O Listers, nearly new. See J. S. ORR, 20-4t-Pd.

**FOR SALE**—25 head full blood fresh Jersey cows. Terms, see 19-4t-Pd. MRS. W. J. VALENTINE.

**FOR SALE**—A couple of good houses, Modern. Inquire at 19-1f. PANHANDLE LUMBER CO.

**FOR SALE**—Saddle Horses, Work Mules and Milk Cows. Will trade Ford car for dogs or cattle. 74-1f. J. L. FUQUA, Phone 146.

**FOR SALE**—Fresh Jersey Cows. Terms. 9-1f. RALPH BARNETT.

**WANTED**  
 WANTED—Cattle to pasture. Phone 78, or write box number 158, Hereford, Texas. 22-2t.

**WANTED**—Combine to cut 200 acres of wheat at Claude. J. E. HILL, 21-2t.

**WANTED**—Practical nursing, reasonable price. Phone 370 W. Mrs. Mary E. Fowler, at Lester Place. 20-4t.

Seventy-five sheets of sixteen pound newspaper, 8 1/2 x 11, in neat package, for only 25 cents. THE BRAND OFFICE

**FOR RENT**  
 FOR RENT—Nice large house, close in. Phone 17, or see. 22-2t. Mrs. Jessie Groner.

**FOR RENT**—120 acres adjoining Hereford for feed crop or summer tillage for wheat. 21-1f. J. B. ELLISTON.

**FOR RENT**—A good five room house. Also two rooms completely furnished for housekeeping. Phone 105. 19-1f. DR. FLORENCE MILLER.

**MAMMOTH JACK**  
 At my place six miles west and two miles north of Hereford. Fee to insure colt \$10.00. 12-4t. G. P. OWEN.

**LOCAL HAPPENINGS**

Miss Helen Bule is in Livingston visiting her sisters, Mrs. Ed L. Nowells and Miss Frances Bule, for a few weeks before coming to her home in Hereford. Miss Bule has been teaching in Las Vegas, Nevada this past winter.

C. H. Barrett returned the first of the week from Lambsa and left again Wednesday for Abilene.

Plenty of bathing suits at J. O. Newell's.

Alton Frazier, of Ft. Worth, is spending his vacation in Hereford with his aunt, Mrs. J. L. Fuqua, and friends. Mr. Frazier has a ranch near here and was at one time located in Hereford.

Mr. and Mrs. C. S. Kindig left Monday overland for Wichita Falls where they will remain a few days before going on to Ft. Worth and Dallas. Mr. Kindig is a nephew of Ray Barber and has been in Hereford for several months.

**NOTICE TO CONTRACTORS**

Sealed bids will be received by the undersigned until 10 a. m. o'clock, the 23rd day of June, A. D. 1925, at Cleo School House, Texas, for the furnishing of all labor and materials, in the construction of a four room, one story brick and tile school house for Cleo school district No. 11, Castro county, Texas. Plans and specifications may be obtained for the purpose of bidding, from Peterson and Haynes, Architects.

**LOST AND FOUND**

**LOST**—Five months old bird dog, all most white collar, name Billy. 21-2t. J. E. HILL.

**STRAYED**—From my place, 30 miles W. of town, three head of cattle branded Bar X left hip or G Bar on left side. Phone 312-F42. 22-1t-Pd. W. A. Daugherty.

**STRAYED**—From my place 1 mi. east of town, a black rolt, coming 2 year old. Finder notify. 22-1t-Pd. H. H. Boardman.

Lubbock, Texas, by depositing of the necessary amount of cash or certified check. A certified check for \$1,000.00 payable to Geo. Burch, chairman of the board shall accompany each bid. The board reserves the right to accept any or reject all bids or proposals. Witness my hand this 2nd day of June, 1925.

(Signed) RAY E. SHEFFY, Clerk of the board of trustees, Cleo Common School District, No. 11, Castro County, Texas. 22-1t

**PRESBYTERIAN C. E.**

7:30, June 21  
 Leader—Ruth Haberer.  
 Songs.  
 Scripture Prayers.  
 Song.  
 Scripture—Hebrews 12:1-4.  
 Topic—Life as a Hurdle Race.  
 Talk, A High Hurdle to Leap.  
 Overcoming—Temptation—1 Cor. 10:11-13—Jale Bodkin.  
 Overcoming Doubt—John 20:24-29—Velma Carroll.  
 Overcoming Misfortune—Job 1:33-22—Glenn Boardman.  
 Overcoming Selfishness—Romans 13:7—Paul Corbett.  
 Special Music.  
 Business.  
 Collection.  
 Benediction.

**"THE AIR MAIL" COMING!**

(Continued From Page 1)  
 day and Saturday, June 19-20. The story was written especially for the screen by Byron Morgan, who wrote "Flaming Barriers," Code of the Sea" and others.

The picture has to do with the "inside" workings of crooks who prey upon the U. S. government air mail service and includes some genuine thrill scenes both in the clouds and on the Nevada desert.

"The Air Mail," one of the Second Famous Forty group of Paramount pictures, includes Guy Oliver, Henry Irving and other popular players in the supporting cast.

**Dumb Dan Again**

Lecturer: Who was John Bunyan? Dumb Dan (from back row)—A chiropodist in Kalamazoo.

**Oh What a Pal**

"Tete Johnson and his wife are such a loving couple."  
 "Yes indeed. The now share each other's neck."

**Dora at Work**

Mr. Dubb—"Do you serve lobster here?"  
 Waitress—"Yes, sir, be seated. We do not discriminate against anyone."

**Cool Groceries**

It's a fact! We have 'em. Come in and let us help you select food that will not heat you in this warm weather and will help you maintain a normal and healthy appetite.

**GYLES GROCERY**

Phones 81 and 271

**Fordor Sedan**

\$660



YOU can afford to drive a Ford Car, every day in the week. It is large enough for the average family, comfortable, good-looking, easy to drive—the least expensive car to buy.

Use it in your work. Give the family evening drives and week-end outings. It will give them an economical vacation this summer. You can buy a Ford on easy payments.



Runabout \$260 Coupe \$520  
 Touring Car 290 Tudor Sedan 580

On open cars accessories, rims and starter are \$95 extra. All prices f. o. b. Detroit.

SEE ANY AUTHORIZED FORD DEALER OR MAIL THIS COUPON

Please tell me how I can secure a Ford Car on easy payments:

Name \_\_\_\_\_ Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

Mail this coupon to **Ford Motor Company**

**SIGN IN HARDWARE WINE**  
 Buy All Year Around Screens  
 Ford has launched his airplane fleet.

**ED PURDY'S PHILOS**  
 "Little children no longer burn mothers' shirts. They can't reach."

**Back In a Minute**  
 Customer—"I'd like to see something cheap in a summer suit."  
 Clerk—"Sorry sir—but the walker is out to lunch just now."

**HEREFORD INSURANCE AGENCY**  
 Ralph Barnett, Mgr.

Phone 273

Remington Portables are The Best



**CLEANED**

One half the comfort in light summer apparel is having it well pressed and CLEAN. Call it "mental" if you will—but try it and you will find it so.

Our cleaning and pressing service is inexpensive and guaranteed in every respect. Promptness too—is of first importance—and we deliver when you say we will.

Phone us and we will call for and deliver your work on the day and hour you say.

**ORR'S TAILOR SHOP**

Hereford welcomes the new town of Flagg.



A Timely Sale of  
**Men's Shirts**  
 \$2.00 and up

Men of good taste will be prompt in making their selections from this showing of fine dress shirts. They cannot last long at this price. When you see them you will agree.

They are made from the best madras and percales—some with collars to match—some with collars attached—some detached—and every one of them brand new and strictly in style. Cut full—and made to fit.

Buy Now for the Summer.

**FOX MERCANTILE COMPANY**

# The Hereford Brand

ISSUED EVERY THURSDAY

Walter R. Steckman  
Holman & Steckman  
Publishers

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

First number of the paper issued Feb. 23, 1901, as the Hereford Reporter (weekly); first number of the Hereford Brand (weekly) issued March 21, 1902; first number of the Brand (semi-weekly) issued May 3, 1921; Weekly Brand established July 3, 1924.

Subscription, Zone 1—per year \$2.00  
Subscription, outside Zone 1 per year \$2.50  
Three months \$1.50  
Six months \$2.50  
May No subscription accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

THE PASSING DAY

By Will H. Mayer, Department of Journalism, University of Texas

A small town newspaper publisher writes to ask if he should accept an annual advertising contract of considerable size from a large mail order house. Why not? Is there a merchant in the town who would refuse to accept business from a neighboring town or city? Hardly. The newspaper is a business enterprise, and while it works for the interests of its community it is under no obligation to refuse business solely for the reason that to accept it may cause some people in the community to trade elsewhere. Business of every kind must stand on its own merits and must meet whatever competition comes. If it cannot do that, it has no right to exist. The situated mail order houses would not be able to make large inroads on local trade if farmers the local business concerns were just as energetic and would put forth the same effort to get and hold trade.

Business Cannot be Subordinated to Public

Why is it that so many people do not think of a newspaper as a business independent for its existence, on its own earnings? There is no other business in the community that can live on sentiment or that allows sentiment to enter largely into its affairs. All business must be run on business methods consistent with the public good, but no business should be expected to subordinate its affairs entirely to the public. You say, "The newspaper is a public institution and should work for its world." That is true within certain limitations so is the hotel, business of public business that should be developed in the interest of its town. Conventions have come to be regarded as great factors in building up towns, but who expects the hotels to entertain convention guests free through sentiment for their communities? Why expect so much free service from the press?

Texas Loses Great Educator

It is the number of years been the successful president of the Texas Agricultural and Mechanical College, has accepted the presidency of the University of Oklahoma. He is of the type of men that Texas can poorly afford to lose even to a sister state like Oklahoma. It would be interesting to know just the motive that prompted Dr. Bizzell to leave Texas, for it is well known that he loves the State devotedly. Perhaps it would be learned that his personal feelings and his own interests waged a hard conflict before the decision was finally made, and that he left to get free of an incessant effort to secure sufficient funds from legislatures and executives to conduct the kind of a school that he knows Texas needs. It is humiliating for educators to be always in the attitude of supplicants for support, and no educator can do his best work with a mind so humiliated.

## Barbecue!

Don't heat your kitchen cooking—let us supply you with choice barbecue meats fresh daily.

Try our Weiniewurst, Bologna, Minced Ham, Cheese, Pickles, Sauerkraut, etc.

We Will Appreciate Your Patronage

TEXAS MEAT MARKET  
Cloyd & Son

Not So Bad in Texas  
When we feel like complaining of the heat we should compare conditions here with those in Illinois, New York and other Northern and Eastern states, where hundreds have been dying from the heat, where business has almost been stopped, and where the suffering is intense. There have been few days in this section when a person could be reasonably comfortable in the shade and no nights when there has been a cooling south breeze. Death and illness from heat are almost unknown here. There is no need to leave Texas in search of a better climate. If you feel the need of rest by the seaside, Texas has several hundred miles of as fine beach as the world affords; if you yearn for mountain resorts, Texas affords all the mountain climate one could desire. Stay in Texas and keep comfortable.

## Fitting Themselves for Life

All over Texas, despite the summer weather, students are registering as never before for summer school studies. The writer has seen a few thousand of these as they patiently waited in line at the University of Texas to be given official authority to make the sacrifices necessary to better fit themselves for life work. An earnest, ambitious line of men and women they were, many of the number themselves teachers, anxious to become more efficient instructors. Most of the students of the long session are sent to school by their parents, most of the summer school body go to school at their own expense, many of them spending hard-earned money. Take your hat off to the summer school students; they deserve your respect and admiration.

## Give Cotton Your Care

The cotton crop in Texas is in poor condition, and in some parts of the State farmers are despairing of making any cotton. If you are a farmer and have a growing crop, work it in a way to get the largest returns from it, for the prospects are that cotton will be valuable at harvest. Remember that those who last year made the best returns were those who plowed their crops most. They did not stop when the weather became dry, but kept plowing. Keep plowing and count your increased gain at harvest.

## MISS DOROTHY BOARDMAN IS HOME FROM SCHOOL

Miss Dorothy Boardman arrived home Wednesday evening from Ferris, Texas, where she has been teaching the past winter. She was head of the History Department in the High School there. Before coming home she attended the commencement and graduation exercises of Trinity University at Waxahatchie. She was one of the forty-one graduates and received her Bachelor of Arts degree on June 9.

## SHERIFF'S SALE

STATE OF TEXAS  
County of Deaf Smith  
By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith county on the 5th day of June, 1925, by the Clerk thereof, in the case of Martha A. Giles Sherk, et al versus W. M. Turpen, et al No. 1475 and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday, in July, A. D. 1925, it being the 7th day of said month, before the Court House door of said Deaf Smith County in the town of Hereford the following described property, to-wit:  
The North one-half of section number forty-four (44) Block K-5, Certificate number 294—original Grantee Tyler Tap railroad Company, in Deaf Smith County, Texas.

Levied on as the property of W. M. Turpen, N. S. Locke, C. C. Stockstill and Locke & Stockstill, a co-partnership to satisfy a judgment amounting to \$7042.34 in favor of Martha A. Giles Sherk and cost of suit.

Given under my hand, this 9th day of June, 1925.

CLAUDE BENTON, Sheriff.  
By W. A. Miller, Deputy. 21-3t

## MARSHAL'S SALE OF REAL ESTATE

By virtue of an order of sale issued on the 24th day of April, A. D. 1925, out of the District Court of the United States for the Northern District of Texas, Fort Worth Division, in Cause No. 415 in Equity, wherein the Continental & Commercial National Bank of Chicago, Illinois, a corporation, was the complainant and the Panther Land & Cattle Company, a corporation, Willard Burton, O. B. Jackson, H. M. Jackson and Pearl Jackson were defendants, in which cause the said Continental & Commercial National Bank of Chicago, Illinois, on the 19th day of January, 1925, obtained a judgment against the Panther Land & Cattle Company and Willard Burton for the sum of \$36,927.78, together with interest on \$3343.21 of said amount from date of said judgment until paid at the rate of 10% per annum; and interest on the remainder thereof from

date of said judgment until paid at the rate of 6% per annum; and plaintiff's vendor's lien upon the heretofore described land as same existed on the 17th day of April, 1923, was by said decree foreclosed as against all of the aforesaid defendants, I did on the 1st day of May, A. D. 1925, levy upon the following described lands, being the same land described in said order of sale and situated in Oldham and Deaf Smith Counties in the State of Texas, viz:

Sections seventeen (17) and twenty-four (24) and the south half of Section twenty-three (23) in Block K-6 situated in the County of Oldham and State of Texas, and all of Section No. twenty-five (25) in Block K-6 situated partly in the County of Oldham, State of Texas, and partly in the County of Deaf Smith, State of Texas; said land being the same land conveyed by the North Texas Trust Company to the defendants Willard Burton and Panther Land & Cattle Company by a deed dated April 17, 1923, in which the vendor's lien upon said land was reserved to secure the payment of the aforesaid indebtedness.

And I will, on the 7th day of July, A. D. 1925, the same being the 1st Tuesday in July, A. D. 1925, between the hours of ten o'clock in the forenoon,

## FOR OVER 200 YEARS

harlem oil has been a world-wide remedy for kidney, liver and bladder disorders, rheumatism, lumbago and uric acid conditions.

## GOLD MEDAL HARLEM OIL CAPSULES

correct internal troubles, stimulate vital organs. Three sizes. All druggists. Insist on the original genuine GOLD MEDAL.

## USED CARS

- Essex Coach --- '25 m
- Dodge Touring --- '23 m
- Dodge Touring --- '19 m
- Dodge Touring --- '18 m
- Hudson Touring '18 m

Terms if Desired

Beavers Brothers  
Phone 383

and four o'clock in the afternoon, offer the said land for sale at public vendue for cash at and in front of the court house door of Oldham County, Texas, in the town of Vega, Texas in

said county.  
S. L. GROSS,  
United States Marshal, Northern District of Texas  
by B. F. HARPER, Deputy.

## PLANTING SEED

### SCHEH'S IMPROVED MEBANE COTTON SEED

Gin Run Mebane Cotton Seed Extra Good

### MAIZE, KAFIR, SUDAN, RED TOP CANE SEED, HAND PICKED ALSO SEEDED

### RIBBON CANE SEED

Nothing is too good to plant. Get better seed and raise better crops.

Jones & McLean

## PRESS THE BUTTON and Keep Cool



The cool home in summer is the inviting home. Electric fans for the home are now made in many attractive models—and with an eye to economy in use of electricity.

Think of those at home, Mr. Man. Come in and inspect our fans. Surprise the wife—and please her with one of these Home Comfort fans. They are in all sizes and priced right.

Hereford welcomes the new town of Flagg.

Texas Utilities Company  
of Hereford

Your Title is Vital

## J. FRANK POTTS & CO.

Abstracts and Loans  
Only Complete Tract Index in Deaf Smith County

County Maps 50c      Loans 5 1/2 %

## GOLDEN RULE PRODUCE CO.

H. H. HAWKINS, Mgr.

### WHOLESALE AND RETAIL

Apples, Spuds, Honey,  
Cow Feeds of All Kinds,  
Colorado Labeled Coals,  
Poultry Feeds for all Chicks from Chick Starter to Laying Mash,  
Block Salt, Crushed Salt, Meat Salt,  
Oyster Shells, Grit and Charcoal,  
Meat Scraps,  
Viking Cream Separators.

## We Pay Cash

Poultry, Eggs, Cream, Hides.

We wish to give a hearty welcome to the New Town of Flagg, Texas. We hope your growth and prosperity may be fast and snappy. Come visit us when in Hereford.

THROUGH SERVICE WE GROW.

## GOLDEN RULE PRODUCE CO.

Hereford, Texas      Phone 108

# Read!

The announcement by Studebaker on page 3.

Then come in and select your new car today.

No more waiting for yearly models.

No danger of an "annual announcement making your new car obsolete,

## W. C. Fallwell

# Sallie's Temptations

(Copyright 1924—By Gladys Baker)

## AN INTERVIEW WITH MRS. WARREN FISHER

"But you don't understand, Sallie, she told me to tell you that—Gosh, this is hard—that—"

"Yes, yes, go on," I encouraged. "That she didn't want you here any longer."

It was out—the words had fallen. Slowly and separately, they crept into my mind and then came the full import of their meaning. Little threads of white flame crawled through my brain, like tendrils tightening and squeezing my mind. Thoughts would not form clearly.

Then I laughed. It was a hideous sound, even raucous.

"Don't, Sallie, stop it. Strive for poise or your nerves will snap; I'll admit, though, that you've been through enough to make you go crazy."

She gripped my waist and at her touch, I regained some of my composure.

"So I'm ordered out, Mrs. Divine doesn't want me here. Oh, Ellie, I'm so embarrassed. Was it because of the late hour this morning?"

"She said that you had been thinking it over and that if any scandal came of your strange behavior, she wouldn't want Muriel's name to be mentioned. She asked me to be very tactful about it as if they were anything to be gained by miserable dissembling. It's my fault, Sallie, for ever getting you to come here to these nouveau riche (?) people. They don't speak the same language. They've pushed their way in through determination and a lavish expenditure of their money but, well, they just don't belong, they will go to any lengths to keep from jeopardizing their flimsy positions."

"But, Ellie, what would father think? It would kill me to bow his proud head in humiliation."

"He doesn't have to know it, Sallie. We'll find some plausible reason for returning."

"You—?" I questioned.

"Of course, I'm going with you."

"But Ellie, I wouldn't have you get mixed up in it. And besides your visit is just beginning."

"Don't ever think I'll have anything to do with this bunch. I'll tell you I'm jolly glad to get away from such people."

And so we returned to Jacksonville. I told father that Ellie and I had decided to come home and that she was going to stay with me for a visit. He was glad to have us with him and was as happy as a dozen hens to be back at his beloved railroad business.

After we had been home for about a week, there came a note from Mrs. Warren Fisher. I was amazed and uncomfortably puzzled at its contents.

"It is imperative that I see you at once," it began abruptly. "I have arranged to visit a friend of mine in Jacksonville and hope to have a private talk with you immediately upon my arrival."

I showed it to Ellie. Her face went white. I had thought she was disturbed when she told me about the interview with Mrs. Divine the morning of our departure from Miami but the note left her worried and restless. I could not account for her emotion.

The next afternoon, the telephone announced that Mrs. Warren Fisher

had arrived and it was decided that she should call on me a few hours later.

Ellie said she would stay clear of her as the note sounded like the call was to be strictly private.

I remembered Mrs. Fisher as I had last seen her on the night of the dance in Pensacola. She had come suddenly upon us as her husband was making love to me and was furiously jealous, though at that time he was just harmlessly flirtatious.

From the moment she entered the room, I could feel that the visit would be anything but pleasant. She wore an air that was ill-humored and forbidding.

"We might as well go at once into the matter," she began almost before she was seated.

"Of course," I answered.

"To begin with I know everything," she paused, waiting for some sign of discomfort on my face from her announcement.

"You're most ambiguous, Mrs. Fisher. I said politely may I ask you to be more explicit?"

"It's just this then, I know of your conduct with my husband. I am aware of your trip with him on the train to Miami. I have been informed in detail about your little affair at the Inn. Need I discuss the matter further?"

I was not used to dealing with women like Mrs. Fisher. She was a cold woman, absolutely devoid of sympathy or a sense of humor. There was no unbending, no half-way measures. This was this and that was that. No concessions could be made for people being stamblingly human.

"And your husband? Is he your source of information?"

It was a foolish question.

"It was not necessary for him to inform me," she leaned forward and regarded me with uncontrollable suspicion, "other eyes were watching your movements."

(To Be Continued)

## MR. IRA CONNELL AND MISS IRENE TURNER UNITED IN MARRIAGE SUNDAY, JUNE 14

On Sunday afternoon, at the Baptist parsonage, Mr. Ira Connell of this city and Miss Irene Turner of Canyon, were married, the Rev. W. R. Hill officiating.

Mrs. Connell was reared in Randall County and for a number of years has resided with her father in Canyon. Her many personally attractive qualities have made her a great favorite among her many friends.

Mr. Connell is a Hereford product, and a valuable employee of the Hereford Brand.

Their many friends wish them the greatest of success and happiness in the new relation. Mr. and Mrs. Connell will make their home in Hereford.

## NORMAL STUDENTS ARE ELECTED TO POSITIONS

Canyon, Texas. Students of the West Texas State Teachers' College continue to receive notices of their elections to desirable positions in the public schools of Texas. Miss Beulah Williams, of Plainview, will teach mathematics in the Hereford High School next year. Miss Eula Tucker goes to Electra as teacher of English in the elementary grades. Miss Leah Mator, formerly of Klugman, Kansas, will be one of Amarillo's primary teachers. Law Sone, of Slaton, goes to Ladonia, Texas, as teacher of science and coach.

Odus Mitchell, formerly a Buffalo basketball star of Florida, goes to Post, Texas, as coach and instructor in History. Misses Tillan Atkins, Lowell Greenfield, both of Canyon, and Nell Galloway, of Claude, go to the public schools of Petersburg. Miss Louise Shanklin, of Canyon, goes to Tahoka. The teachers college at Canyon finds itself unable to supply the demand for trained teachers which is made upon it by the public schools of its territory.

## MISS HELEN TIEFEL ON AN EXTENDED VISIT BACK NORTH

Miss Helen Tiefel, daughter of Mr. and Mrs. Henry Tiefel, left Tuesday evening, June 9, for Terre Haute, Ind. During the summer she will visit

friends and relatives in Terre Haute, Brazil, Ind., Dayton, Ohio, and Detroit, Michigan. She is going to enter school at Fort Wayne, Ind., about the first of September. When she will take a course in Nurse Training, and also Missionary Work.

## WORKING ON PLANS TO GRAVEL MILE OF HIGHWAY NEAR TOWN

Quite a sentiment is being worked up here in reference to putting in about one mile of graveled demonstration road near town and on the state highway. A prominent engineer visited Hereford recently, stated that this could be done for about \$6,000.00, and that state and federal aid could doubtless be obtained. His intention is that the people would be so well pleased with this bit of demonstration road that it would soon lead to a great many miles of similar road leading into and out of Hereford.

## ELECTRIC LIGHT ON WATER TOWER WOULD BE GOOD THING

The placing of electric lights on top the water tower in Hereford, will serve as a beacon light for tourists coming into the town from all directions. This tower stands 140 feet above ground and lights could be seen

for a distance of 20 to 40 miles. The cost would amount to little and the advertisement and benefit received would pay handsomely on the investment.

## DAWN COMMUNITY ARE ALSO ORGANIZING CANNING CLUB

The Dawn community, east of Hereford is to have a Canning Club if present plans materialize. Thirty-five met at Dawn Thursday, June 11 and organized a temporary club and Mrs. J. Benze, Mrs. L. A. Blair and Mrs. Frye were appointed to canvass the community for members. A permanent organization is to be perfected July 2. The first club of this kind was organized in the Progressive Community and their work has been so successful that the idea is rapidly spreading to all parts of the county. A number of communities have already organized Canning Clubs and others are being planned. All of them are adopting the "live at home" slogan. The newly organized club at Dawn expects to work in connection with the Boys' and Girls' Clubs which were organized in that community some time ago by County Agent R. O. Dunkle.

Why don't you go to Church? Let's build a Hotel in 1925!

## SHOBE & HARRIGAN PLACE TO BE CUT INTO FARMS AND SOLD

The Eldwoods, of Plainview, have purchased the old Shobe & Harrigan place, consisting of 3725 acres, located eleven miles almost due west of Hereford, and coming down almost to the Texas-New Mexico Highway, and have men, teams and tractors at work breaking out hundreds of acres. It is reported that they expect to cut mine into small farms and colonize it.

Good Printing at the Brand

LODGE DIRECTORY

Hereford Lodge No. 558, A. F. & A. M. Stated meetings, second Monday each month.  
J. W. BRADLEY, W. M.  
J. S. JONES, Sec.

Hereford Chapter 148, E. A. M. Stated meetings, first Monday of each month.  
J. G. HASTINGS, H. P.  
J. S. JONES, Sec.

## The BULL'S EYE

Editor and Manager



Another "Bull" Durham advertisement by Will Rogers, Zigfield Pollock and screen star, and leading American humorist, more convincing. Watch for them.

## A Miracle, A Truthful Ad

Did you ever read a truthful Ad. I mean one when you read it you would say, "That Tellow really means what he says"? No you never did. You read where some Guy endorses an Overcoat, and to prove it he has one on, (or one they loaned him for the Picture). Now even if he did like it, what has that got to do with you. Peoples tastes are not alike. What difference does it make to anybody what some prominent Statesman, or Actor or Actress, or Movie Star wears. You are no kindergarden, you know what you wore last year and if it pleased you try it again. Now I don't smoke "Bull" Durham, I am not going to smoke "Bull" Durham, but if you did and you liked it, why don't let some Guys Picture and indorsement tout you off on something else. Now the only way I could ever be caught in a falsehood with this ad. would be to smoke it myself.

Will Rogers

P. S. There will be another piece here two weeks from now. Look for it.

## SIXTY-FIVE YEARS AGO!

In 1860 a blend of tobacco was born—"Bull" Durham. On quality alone it has won recognition wherever tobacco is known. It still offers the public this—more flavor, more enjoyment and a lot more money left at the end of a week's smoking.

TWO BAGS for 15 cents  
100 cigarettes for 15 cents



## "BULL" DURHAM

Guaranteed by The American Tobacco Co. INCORPORATED

111 Fifth Avenue, New York City

## Summer Time!


Here's Some Cooling Equipment Everyone Should Have:

- Ice-Cream Freezers.
- Water Coolers.
- Water Bags.
- Thermos Jugs.
- Iceless Refrigerators

HEADQUARTERS FOR SUMMER THINGS

### STREU HARDWARE CO.

"Home of Service and Quality"



Delicious

Tempting, Appetizing, Satisfying and Thirst Quenching are the creams, sherbets, ices and sodas at our fountain.

Rich creams, pure juice of fresh fruits, mixed and flavored and frozen to a dainty niceness, makes this spot the most popular in Hereford these summer evenings.

### CITY DRUG STORE

## FLAGG CASTRO COUNTY, TEXAS

West Texas' Newest Town will be formally opened

### SATURDAY, JUNE 20TH

FREE BARBECUE—BASEBALL, DIMMITT vs. TULIA—CHOICE LOT GIVEN AWAY—SPEAKING AND OTHER ATTRACTIONS THE ENTIRE SOUTHWEST IS INVITED TO CELEBRATE.

### FLAGG'S LOCATION

Flagg is located in the southern part of Castro County, in the heart of a great triangle formed by three lines of the Santa Fe, with Amarillo, Lubbock and Farwell as the points.

It is easily accessible from every portion of West Texas. The roads are in fine condition and two highways pass right near the town.

The new town is surrounded by a large area of fertile farm land, every acre tillable. Some of this land is already developed and men who farmed there last year will tell you it is a real farming country.

Come and see for yourself.

### WHAT FLAGG OFFERS

Flagg has a hotel and a lumber yard. It offers all that any new city offers and more. It has stores for all kinds, groceries, filling stations, lumber yards, glass and everything that can be found in any wide-awake town.

No one can deny that West Texas towns are developing rapidly. Flagg is surrounded by a real agricultural country and one that is developing rapidly. You know that when the farmer prospers, the towns prosper.

Flagg is a real opportunity for any man to start in business and to grow with the town.

Make Your Arrangements Now to be There.

### The Flagg Farm Lands

Webster Bldg., Amarillo, Texas.

## Lightning!

may strike any time: your home burn; tornadoes play havoc with your house; burglar or thief steal your motor car. Any of these disasters may happen in the next 12 hours. Are you prepared to stand the loss? If not make yourself secure by taking out an insurance policy today. We represent the strongest companies in America.

### HEREFORD INSURANCE AGENCY

Ralph Barnett, Mgr. Phone 273

# TOWN & COUNTY

## Personalographs

Mrs. Dudley Parmer and young son left Friday for Corsicana to visit with her parents. Mr. Parmer remained in Hereford for a few days longer visit at home.

The Coolest and Cleanest place to drink.—CORNER DRUG STORE.

Mrs. S. H. Condon and little son of Clarendon returned home Friday after a visit with Mrs. Condon's parents, M. E. and Mrs. W. B. Parmer.

Plenty of bathing suits at J. O. Newell's.

Mrs. Claude Roberts and young daughter left Thursday for Canadian for a few days visit.

I have opened a class in Violin. If interested call 377 or see 21-21-1st. MISS MAURINE BEYER.

Mrs. W. H. Patton accompanied her daughter, Mrs. Jeff Todd, to Amarillo Friday. Mrs. Todd was returning to her home in Canadian after an extended visit in Hereford.

See Mrs. J. E. Turner for plain and fancy sewing. 23-44

Use Flavo Flour—\$2.40 per sack.

R. P. Brazil and daughter, Miss Nona Brazil, were in Amarillo Saturday visiting their daughter and sister, Mrs. John Foster, who is in the hospital there.

The Coolest and Cleanest place to drink.—CORNER DRUG STORE.

Miss Elberta Reed left Saturday for St. Louis, where she will attend school for the summer.

Miss Margaret Gilliland returned Saturday from Lynchburg, Va., where she has been attending Randolph-Macon College.

Joe Christinger and Miss Leta Ashlock, both young people of this community, were quietly married last Sunday afternoon at five o'clock by the Baptist minister in Canyon. They were accompanied by Andrew Coconougher and the sister of the bride, Miss Marie Ashlock, returning to Hereford Sunday evening after a short trip to Amarillo.

Bring your chickens, eggs and cream to Hereford Produce if you want the best price.—I. H. Spratt.

Miss Helen Lambert returned this week from Chicago where she has been studying music for the past few months.

The Coolest and Cleanest place to drink.—CORNER DRUG STORE.

C. A. Skelton, accompanied by his sister, Miss Grace Skelton, left Sunday morning overland for Bronson, Kansas. Mrs. Skelton has been in Bronson for the past few weeks, accompanying her parents home after their visit to Hereford. Miss Eva Skelton is located in the City Clerk's office during the absence of her sister.

Double Green Stamps will only be given on cleaning that is paid for at time of delivery.—Orr's Tailor Shop.

Mr. and Mrs. Albert Murphy were in Amarillo Friday night attending the prize fight there.

Try our Lice Killer. You will get more eggs. It's a sure shot. GOLDEN RULE PRODUCE.

Mr. and Mrs. W. E. Fallwell were in Canyon spending the week end with relatives and friends.

Use Flavo Flour—\$2.40 per sack.

Mr. and Mrs. D. H. Benton, of Balls, are spending a few days this week with their son, Claude Benton, and Mr. and Mrs. Albert Murphy and family.

The Coolest and Cleanest place to drink.—CORNER DRUG STORE.

Owen P. Smith returned Wednesday to his home in McKinney, Texas.

BABY BEEF—Try our tender steak and roast.—Hereford Produce, I. H. Spratt.

Vernon L. Ruckman, of the Amarillo News, was here in the interest of the highways that lead in to New Mexico and Colorado, Tuesday.

Whole wheat bread, ten cents per loaf. SUNSHINE BAKERY.

Judge C. F. Kerr, of Dimmitt, made a short visit in Hereford Monday en route to Dimmitt from Canyon.

**NOTICE**  
Pleating, all styles: Buttons, latest styles from customers own material. Hemstitching.  
Amarillo Pleating & Button Co.  
17-1st  
108 East 7th St.

Henry Staicup, manager of the Dimmitt Gin Co., was in Hereford Monday on business.

Use Flavo Flour—\$2.40 per sack.

Mrs. A. O. Gregory and daughter, Miss Amy, of Dimmitt, were in Hereford shopping Saturday.

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

Mr. and Mrs. B. A. Fuller and family of Dimmitt were here Saturday on business.

Sure crop seed corn.  
JONES & McLEAN.

Mrs. J. C. Tate, of Dimmitt, was shopping in Hereford Saturday.

The Coolest and Cleanest place to drink.—CORNER DRUG STORE.

Rev. and Mrs. W. U. Coughran, of Dimmitt, were here Saturday visiting friends.

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

J. E. Beyer, Jr., arrived Saturday from Pittsburg, Penn., to spend his vacation in Hereford with his parents and friends. Mr. Beyer will be here probably a month when he will accept a position at Wichita, Kansas. He left Tuesday for Clovis where he underwent a slight operation at the Santa Fe Hospital.

If you need Ice, call us before nine a. m. We will deliver.  
JONES & McLEAN.

Leslie Bruner, of Clovis, spent the week end in Hereford visiting friends, and fishing.

Have you tried Jack Spratt's Santos Peaberry Coffee.—Hereford Produce.

F. A. Bone and wife and young daughter of Amarillo were in Hereford the first of the week on business.

Teach Your Dollars To Have More Cents

By Buying Your Drug Store Needs at the Corner Drug Store  
The Rexall Store  
Phone 105

## Paint Headquarters

Paint Up, Clean Up, and Keep it Up!

PAINT—by all means. There is no economy greater than paint in the preservation of property.

These are painting days—and you should be busy. We have the paint for every purpose—and will gladly inform you of the kind to use—no matter what your job may be.

PANHANDLE LUMBER CO.

Phone 65

Jack Davidson and Newton Nix left overland Monday morning for Clifton, Kansas where they will visit Mr. Nix's brother.

Remember you can get Double Green Stamps at Orr's Tailor Shop.

William Black returned Sunday from Waco, where he has been attending Baylor College, and will spend the summer in Hereford with his parents, Mr. and Mrs. E. B. Black.

Send your cleaning and pressing to Orr's Tailor Shop and get Double Green Stamps.

Mrs. S. A. Phillips of California returned to her home Monday after a short visit with her daughter, Mrs. C. D. Spencer.

Use Flavo Flour—\$2.40 per sack.

Miss Loma Woodburn, of Dimmitt, was visiting friends in Hereford the first of the week.

**SULPHUR PARK**  
Fishing Privilege Fifty Cents Per Day Each Person  
Rates for Picnics. Apply to N. J. Lenox at the Park. Phone 73-F11. If

Mrs. Dendy and daughter, Miss Eby, of Portales, are visiting this week in the home of Mrs. Dendy's two sons, Omer and Toots Denry.

Will leave limited amount of Sweet Cream—Guaranteed to Whip—at Cloyd & Sons' Market.  
21-31 Jas. R. Robinson.

Mrs. C. C. Ferguson is enjoying a visit from her mother, Mrs. S. T. Howard, who has been spending the winter in Medford, Ore., and her sister, Mrs. Alice Lee, of Denver.

Joe Lancaster, of Canyon, and Fred Hale, of College Station, were spending the week end in Hereford with friends.

Mrs. S. E. Askren left Tuesday for Stone City, Colo., for a visit with her brother.

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

J. A. Rice, of Dover, Ohio, arrived Wednesday for a visit with his brother, H. L. Rice. He will be here probably a week or ten days.

Jep Owens, publisher of the Vega Sentinel, came over last Saturday with his fishing poles for a visit down on the Tierra Blanco.

Hon. Lee Satterwhite, publisher of the Panhandle Herald, and speaker of the Texas House of Representatives, spent the week end here with his daughter, Mrs. Jim Sanders, and friends.

Forrest Walker and W. C. Townes, architect, of Amarillo, were business visitors here Wednesday.

Earl Nunn and wife, of Amarillo, spent last Sunday here with Mr. Nunn's parents, Mr. and Mrs. R. T. Nunn.

J. F. Taylor, Remington typewriter representative, was here Tuesday.

Jim Holmsley, of Comanche, brother of Mrs. F. H. Oberthier, Sr., is visiting here this week.

Bobo McLean is in Oklahoma this week on a business trip.

W. H. Fuqua, prominent banker of Amarillo, was in Hereford Wednesday looking after business interests here.

**STORK SPECIAL**  
Born to Mr. and Mrs. Joseph Renart, June 17, a girl, Helen Josephine.

Mr. and Mrs. T. D. Moss and Sank Ramey and Mrs. Margaret Hinton motored to Canyon Monday and visited in the S. D. Burton home Monday evening. Mrs. Moss and Mrs. Hinton are attending school there this summer.

Uncle John Estes left Wednesday for Hillsboro, on a short business trip.

John Schwartz returned from California Monday evening accompanied by his son who will probably locate near here.

Miss Anne Fitzhugh Parker reached home Wednesday morning from Massachusetts where she has been attending Mount Holyoke College for the last two years. Miss Parker will be at home for the summer and is to teach summer school.

## Our Flag Flies

in hearty greeting—and with best wishes for the people of the new town of

FLAGG

and to the good citizens of the good county of Castro. Let us serve you.

THE WESTERN NATIONAL BANK of Hereford

## Summer Sale of FURNITURE

We have a very large stock of furniture on hand at this time as well as a complete line of everything else usually carried in a first class Furniture Store. We are making some very attractive prices at this time in order to induce ready buying. It will pay you to inspect our stock.

### Livingroom Furniture

We are showing a most attractive display of Livingroom Furniture in all the new styles in over stuffed and cane back suits in Mohair and Baker cup Velour in various shades. All priced for the summer \$25.00 to \$50.00 cheaper than any one.

### Bedroom Furniture

It will surprise you to see what excellent values we are offering as well as such an extensive showing in the new period furniture in French walnut, American walnut, Ivory, Belgium Grey, Birds Eye and Oak. These things we are offering 20% under all competition.

### Diningroom Furniture

We take you into this department of our store with no little pride. We have the latest to offer you in French walnut, American walnut, fumed oak, Jacobean oak and Italian grey.

For the summer trade we offer these goods about 25% under real value.

Hoosier Kitchen Cabinets, Refrigerators, White Sewing Machines, Wall Paper, Art Rugs, Iron Beds, Mattresses, sold at "bedrock prices."

"We Are Satisfied With Small Profits"

E. B. Black Company

"Everything to our store by way of the Santa Fe"