

# The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

23RD YEAR, NO. 87

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, NOV. 20, 1923

## ADVERTISING CAMPAIGN IS AGREED ON

### TO PUSH COTTON WITH OTHER FACTS ABOUT THE COUNTRY

## MINISTER JOINS

### The New Methodist Preacher Adds Name to List of Boosters

An advertising plan whereby the cotton farming districts of Texas, Oklahoma and Arkansas are to be informed of the outstanding fact that Deaf Smith county raises cotton—and matures it, too—and that good cotton land can be obtained here at a fraction of the cost of such land elsewhere, was presented to the Chamber of Commerce luncheon Monday by president McDonald and endorsement of it asked. The "vote of confidence" was unanimously given.

This is just the next step in the advertising campaign undertaken by the new officers when they assumed office. The first step was the excursion to Amarillo during the Jubilee, followed by the exhibits of agricultural products at Amarillo, Lubbock and Dallas.

Under the plan now being worked out regular advertising space is to be taken in a couple of farm publications of widest circulation and maintained for a year. This will be supplemented by stories full of facts about the Hereford country from time to time.

In order to carry through this plan more money is needed. A committee composed of F. H. Oberthier, Homer Wilkinson and D. L. McDonald and C. C. Rockwell, worked out a budget after the luncheon and Tuesday Mr. McDonald took the street in an effort to secure the needed funds.

An invitation from the South West Trail association for delegates to attend the Amarillo meeting Friday was read, and E. W. Harrison, highway chairman, stated he would go and endeavor to secure the attendance of the Commissioners Court in a body. The Rev. W. P. Garvin, new Methodist minister, made a short and happy address and expressed his desire to join the Chamber of Commerce and do his bit toward assisting in the development of the country.

The meeting next Monday will be held at the Cordova Hotel, when results of the membership and finance drives will be given and new plans for the future offered.

## Rev. Merrill is Named President Parent-Teacher

At the regular business meeting of the Parent-Teacher Association, held last Friday afternoon, November 16, the Rev. Paul J. Merrill of the Christian Church was elected president of the body. When officially notified of his elevation to this important work Rev. Merrill said:

"When I came to Hereford I came with the intention of taking my place in the affairs of the city in all of its legitimate phases. Since it has been the pleasure of the Parent-Teacher Association to choose me as their president for the coming year I cannot, consistently with my intentions do otherwise than accept. In doing so I fully realize the responsibility, and am fully conscious of the added duties to my already rather crowded time. I will do the best I can, looking to the betterment of the community. The cooperation of all the citizens is earnestly solicited. This is an important institution and one well worthy the support of the entire community."

## Radio Fans Here Preparing To Send Out Postal Cards

Radio fans of Hereford are banding together to do their bit toward advertising Hereford. They have placed an order with The Brand for 500 postal cards to be sent out in response to requests over the radio for reports on different programs, etc.

Hereford has quite a bunch of radio cranks who "listen in" nightly. Among them are L. Baskin, L. F. Borden, Homer Wilkinson, Doug Fox and Leland Lee.

## Local Odd Fellows to Put On Degree Work For Vega

Special preparations are being made by local Odd Fellows to entertain visitors and candidates from the Vega lodge next Monday night. Four Vega candidates for the First Degree will be handled by the Hereford team.

## NEW FISH ARE SECURED FOR THE RIVER

### STATE FURNISHES SUPPLY TO REPLENISH LOCAL STREAM

Messrs C. A. Skelton, Ralph Barnett, D. A. Fox and Andy Godwin motored to Canyon last Friday to receive several thousand fish from the state fish hatchery at Dallas. The varieties received were two kinds of Breames, crappies, blue gill perch and black bass. The fish were distributed between Sulphur Park and the Schultz Dairy.

## Great Picture at The Star Friday-Saturday Nights

"Human Wreckage," the sensational screen portrayal of the national "dope" evil, written and featured by Mrs. Wallace Reid, which has packed the theatres of the country for weeks, will be seen at The Star next Friday and Saturday nights. The Star management has gone to extraordinary expense to secure this extraordinary picture for Hereford and confidently believes the people will eagerly seize this opportunity to see one of the greatest moral lessons ever shown on the screen. A brief synopsis of the tragic story follows:

When Jimmy Brown, a drug fiend, is caught robbing a pawnbroker's window so that he may supply himself with the wherewithal to satisfy his cravings for opium, Mary Finnegan, a young married woman and friend of Jimmy's mother, enlists the aid of Mrs. Alan McFarland, wife of the keenest lawyer in the State, and through McFarland's influence, Jimmy is not imprisoned, but sent to the narcotic ward, where he is given treatment by Dr. Blake, a narcotic specialist employed by the McFarlands. Within a short time he is cured of the drug habit and McFarland secures work for him.

McFarland, however, has become a nervous wreck from overwork, and because Dr. Wharton, his family physician, is out of town, McFarland is compelled to seek the professional advice of one Dr. Hillman, a fellow club-member. Hillman, for reasons known only to himself, prevails upon McFarland to try morphine as a temporary relief. McFarland continues the use of the drug during the period of high tension, believing he can stop at will. He soon realizes that he is becoming dependent upon the drug which he is obtaining from Stone, friend of Dr. Hillman, an influential political "higher up" in the drug ring.

Mrs. McFarland discovers that Mary Finnegan is addicted to morphine and that she is drugging her baby who has inherited the condition from her. Treatment comes too late, and Mary dies, leaving her baby in the care of Dr. Blake.

In the meantime, Harris, cocaine-addicted peddler to Mary, has been arrested by secret service men, and in the first move for self-preservation, has "squealed" on the man above him—Stone. Stone is arrested but is released on bail. He threatens to expose McFarland if McFarland does not defend him. McFarland, fearing for his position in the professional and social worlds in which he is a leader, jumps into the case with his customary brilliance and "proves" Stone to be "not guilty."

A newspaper extra announcing that Harris, the dope peddler, has broken jail, killed a policeman and two bystanders, and has been killed himself while resisting arrest, precipitates McFarland's complete physical breakdown in front of his wife. He confesses to her that he is powerless to help himself. Believing that moral courage and will power can win the battle alone, he and Ethel leave for their mountain cabin, there to win or die. After days of abstinence, McFarland is tempted by Dunn, one of Stone's agents, and again succumbs to the use of the drug. McFarland and his wife realize that will power alone will not win the fight. They wire Dr. Blake. With Dr. Blake's treatment and the love of his wife Ethel fighting on his side, McFarland finally defeats the Beast.

Determined to fight the drug evil, Mac and Ethel return to the city. Mac advises Stone to leave the country at once, or he will expose him. Taking quick advantage of his opportunity to leave "under his own steam," Stone rushes out and hires a taxi which proves to be driven by Jimmy Brown, who by this time is back in the clutches of the dope ring. Under the influence of the drug and insane with hatred of Stone, whose agents have re-enslaved him, Jimmy drives the taxi into a locomotive killing both Stone and himself. Dr. Hillman is arrested and imprisoned on information furnished by Mac. Mac and Ethel pledge their lives to continuation of the fight against the drug evil.

## Music Study Club Will Offer Attractive Program on Thanksgiving Night For Benefit of the Schools

On Thanksgiving night, November 29, the Music Study Club of Hereford will render a special musical concert and entertainment. The exact place and program will be given in The Brand in Friday's issue.

The special concert is planned solely for the benefit of the school children of this county. The story of the motives which led the ladies of this organization to undertake this venture runs as follows:

Superintendent Dillehay of the city public schools very much desires that the public school pupils have the benefit of the Music Memory Contest, a state wide movement. Prof. Dillehay realizes the fact that good music, like the teaching of the Bible, will raise the general standards of scholarship in the schools. So he has asked Miss Mattie Swisher to conduct this contest in the Hereford schools so that the contestants will have a chance at the state prizes offered for excellence in this branch.

In order to properly teach this course it is necessary to have the phonographic records of the musical numbers to be studied. The ladies of the Music Study Club found this to be true in last year's contest at Amarillo.

Now records cost money and the Music Study Club has agreed to back Miss Swisher in this worthy work and endeavor to raise enough money to buy these records for the benefit of the school children of Deaf Smith county.

The work will not be confined to the city schools, it is announced, but will also cover the rural school children of Deaf Smith county.

Accordingly the ladies of Hereford's famous musical organization have planned this public concert for Thanksgiving night, and it is hoped that every parent and every patron of the schools of the county will come to this entertainment, which will be worth many times the twenty five cents per person that will be charged.

Watch for the program and the place!

## Hoffman's Bond Declared Forfeited to the State

District court docket since last report shows the following:

Eli Dunlap vs. J. W. Craig et al, damages, verdict for the plaintiff; State of Texas vs. J. W. Hanlan, unlawfully disposing of mortgaged property, verdict of not guilty; Joe Allen Collins, minor, vs. J. B. Davis et al, suit for title and possession, judgment for plaintiff; suspended sentence removed in the case of State of Texas vs. Erven Robinson; State of Texas vs. J. B. Hoffman, principal, and United States Fidelity & Guaranty Co., surety, judgment for plaintiff for forfeiture of \$1,000 bond and costs of suit; J. E. Ferguson vs. Nannie L. Mounts et al, suit for rescission of contract and return of forfeiture, on trial.

J. B. Hoffman is the man arrested a couple of years ago by Night Watchman Omer Baker and charged with unlawfully transporting intoxicating liquor. He was in possession of the famous "booze car," honeycombed with secret copper tanks full of the stuff with a kick. The car was kept here and Hoffman released on bond. He has never shown up for trial and the action taken this week forfeits his bond.

## Hereford Band Pulls Off Snappy Practice Monday

The Hereford Band held a snappy practice Monday night under the leadership of L. F. Borden and practiced a lot of new music that has been well selected and should prove to be a hit in concerts this winter. There was a good turnout and plenty of enthusiasm and the outlook is bright for some dandy good music for the public this winter and spring.

## Doug Fox Lowers Record For Hereford Golf Course

Sunday was a big day in local golfing circles. During the afternoon Doug Mercer won the championship of the tournament which has been in progress from Dubbs Pittman, five up. And then Doug Fox who, by the way, is a south-paw golfer, lowered the course record by shooting a thirty-two for nine holes.

The tournament has been dragging along for sometime, badly handicapped by wet weather. Pittman held Mercer about even for the first nine holes but was unable to stand the pace on the last nine. The previous record for nine holes on this course has been held by Frank Marrs, with a thirty-three and Fox's score now leaves another low mark for some one to shoot at. Par is thirty-one.

Fox sliced his drive from Number eight into the canyon and took a five, or otherwise he would have beaten the par mark. His score for the nine holes follows: 3-4-4-4-3-3-5-2, Total 32.

## Court's Members To Attend Trail Meeting Friday

E. W. Harrison, County Judge Megert and Commissioners Hill, Paddock and Allred are planning to go to Amarillo next Friday to attend the convention of the Canadian-Clovis division of the South West Trail. The visitors will be entertained at lunch at the Amarillo Hotel at 12:30 o'clock by the Board of City Development, going into business session immediately following the luncheon.

## Will These Three Political Bosses Name Next Democratic Presidential Nominee?



Supreme Judge Daniel F. Cochran, of New York, says: "Boss Murphy, ex-bartender and now head of Tammany, who has just selected ten supreme judges to rule the people of New York for the next fourteen years, is now at French Lick Springs, Ind., with Geo. Brennan and Tom Taggart, deciding who they shall select as the next nominee of the Democratic party for President. By reason of the pernicious 'made rules'—and its more pernicious twin brother, the 'two-third majority rule,' Boss Murphy will be able to select for the people of the United States the next Presidential candidate on the Democratic ticket. Only a great uprising on the part of the people can prevent such selection."

## Whitefaces Lose Close Fight to Amarillo Eleven

The Hereford Whitefaces went to Amarillo last Saturday and scrapped the Amarillo High's second team to a standstill for three quarters, finally having the count called against them in the last lengthened quarter, 19 to 14. The Hereford boys fought from the first whistle to the last and with all the breaks of the game against them never quit a second. The Amarillo coach said he had several first string men out with injuries but had the strongest outfit at his disposal in the contest. The Amarillo News gives the following account of the struggle.

"The Twisting Whirlwind, second string Golden Sandstorm football team, defeated the Hereford Whitefaces at Rivins Stadium yesterday, 19 to 14.

"The Hereford eleven scored two touchdowns in the first quarter on long forward passes and had the Whirlwind outplayed in that half. But the Whirlwind boys were given a talking to by Coach Ingerton between halves and came back determined to win and scored two touchdowns in the last quarter.

"The Whiteface eleven scored its first touchdown on a 40-yard pass to Carroll. Amarillo received and on the first down punted the ball. Hines for Hereford fumbled and McQueen, Whirlwind end, caught the ball on the bounce and romped across the line for Amarillo's first score.

"A few minutes later the Whiteface boys completed another pass to A. Russell, who raced thirty yards for a touchdown. The Whirlwind braced and the game was even for the second and third quarters.

"After the Hereford team had held the Amarillo boys for three downs on their own fifty-yard line in the final quarter, Vaughn passed across the line to Sharp for a touchdown.

"A few minutes later by a series of end runs, line plunges and passes, the Whirlwinds were again in a scoring position and Vaughn crashed through the line for the final score of the game. Hereford displayed a brilliant defense and kept the Whirlwind boys on their toes all of the time. Back Hines, captain of the Hereford eleven, was the star of the team. The fleet little back was in almost every play and his brilliant open field running was responsible for a large part of the Hereford gains.

"Vaughn and Sharp were the outstanding stars for the locals, with McQueen playing a stellar game.

"The Whirlwind team made nineteen first downs and failed to make the distance seven times. The Whitefaces made eleven first downs and failed eight times.

"Hereford was penalized twice for a total of ten yards and the Whirlwinds four times for a total of thirty yards. The line-ups:

Works	Right End	Hereford
Tadlock	Right Tackle	Witherspoon
Packett	Right Guard	McQuinn
Sellers	Center	Patterson
Miller	Left Guard	Bradley
Browne	Left Tackle	Connell
McQueen	Left End	Woods
Vaughn	Quarterback	Carroll
G. Whittington	Right Halfback	J. Russell
Sharpe	Left Halfback	Hines
Lawler	Fullback	Thurmond

Officials—Douglass, referee; Arthur, umpire; Scott, head linesman.

Score by quarters:  
Amarillo ..... 6 0 0 13—19  
Hereford ..... 14 0 0 0—14

## High School Basketball Challenge Central "Six"

The High School "Six" authorize the reporter to announce that they consider last Thursday's bout as good practice and that they will be delighted at Central's earliest convenience to show them how to play real ball on the High school court.

No more enthusiasm has been manifested at any gridiron scrimmage of this season than was evident last Thursday afternoon when the High school teachers held the Central team to a tie of 14 to 14. From the whistles call to action till it blew "time out" interest did not lag. In fact, excitement reached such a pitch that High school big brothers and sisters hardly condensed to recognize the Central rooting section back of the north goal.

Both teams played consistent ball. Mrs. Black, proving that it is not always size that counts, did good work for Central, while Miss Faulkner starred for the High school.

If the Central team accepts the challenge to play off the tie, the resulting game will be one of the best of the season, and no basket ball fan can well afford to miss it.

## COTTON GIN KEEPS BUSY THESE DAYS

### TWELVE BALES SATURDAY WITH VOLUME INCREASING

## COMES 33 MILES

### Castro County Men Patronize Hereford Gin in Large Numbers

Twelve bales of cotton were ginned here last Saturday, and Monday morning seven more were waiting for the opening of another busy day. The breaking of a shaft Monday afternoon delayed the ginning for a time, but repairs were soon made and the work proceeded. Cotton was brought in from as far as thirty three miles south, in Castro county, and from the farm of Overton Brothers, south of Friona. Local farmers are hauling in loads every day. Gerald Morgan brought in a bale Saturday afternoon of beautiful quality and color and received thirty four cents, but a little later on Walter Spradley beat this sample with one that rung up thirty four and a quarter cents, the highest price yet paid here.

Recent bales received were raised by H. A. Odell, P. W. Shafer, G. W. Wilson, J. H. Patton, A. J. Baker, G. M. Hines, Doss Thompson, C. E. Gatlin, G. W. Keith and E. H. Williams. Mr. Hines of Black says that he has twelve pickers working on 100 acres, and will probably finish picking this week.

## Fine Masonic Lecture Delivered Here Sunday

Dr. A. J. Caldwell of Amarillo delivered an illustrated lecture to local Masons and their families at the Star Theatre Sunday afternoon, the subject being "Equality Before the Law." It was estimated that about 150 were present, far too few when the significance and interesting character of the discourse is considered.

Dr. Caldwell, an able speaker, dwelt upon the duties and responsibilities of a Mason in the present unsettled condition of the country and stressed loyal citizenship as a Masonic leadership. He called attention to the intimate relationship between Masonry and the constitution of the United States and said that all but two of the signers of the Declaration of Independence were Masons.

Pictures were shown of the Widows and Orphans Home at Fort Worth. There were Masons present from Dimmitt and Vega and the lecture was greatly appreciated by all who heard it.

## Two College Pups Come on Home After "Graduation"

"Buck," pointer, and "Don," setter, arrived here this week from an aristocratic house party with other blue-bloods in Kansas this week and were turned over to their respective owners, J. J. Clark and Homer Fox.

Buck was sent to a famous training school in Kansas by Mr. Clark, and has completed his education while Don was purchased by Mr. Fox and sent home with his running mate. They have been traveling in fast company, being associated with the dog that won the Field Trials at Bowie, Texas, recently, and Messrs. Clark and Fox are planning to take them hunting one day soon and see how much they learned in their finishing school.

## Four Sunday Schools Are Engaged in Tight Contest

An effort to increase interest and attendance is being engaged in by the Baptist, Christian, Methodist and Presbyterian Sunday schools of this city. The rules governing the contest are: the church roll is the roll to be considered and this is to be only those who are now living in and within a radius of ten miles of Hereford, then the attendance is to be compared to this roll and the percentage found will constitute the number of points. These points will be totaled and at the close of the school having the largest number will be the winner. The three lowest schools are to entertain the winning school at a time and place and in a manner to be determined by them.

The effort will close Sunday, December 23. Much good is expected to result in the way of getting members of the church lined up actively in Sunday school work.

—Contributed.





**JOEL**  
Mrs. Walter Louson visited school one day the past week.

Mr. J. David Thompson has a family from Amarillo picking cotton for him. Ray Hershey and family attended the all-day meeting at Progressive Sunday, returning in time for Sunday school here.

Rev. J. R. Sharp filled his regular appointment here Sunday, preaching to a small congregation. The sermon was edifying to those who heard it and should have been heard by many more.

Madams Lester Galley and C. P. Galley visited Mrs. J. David Thompson Friday.

Mrs. O. L. Sharp had quite an accident one day last week while grinding sausage—she took the end off her finger—she took the end off her finger.

Mr. Howard Tyson of Amarillo was down to see his mother Mrs. Cleveland Bromby, and brought her to church and Sunday school. She is getting quite feeble and not able to get out and enjoy such privileges often.

Walter Galley is working for Lewis Smith a few days.

**WYCHE**

Ben Bates spent Sunday night with Mr. and Mrs. Clem Dugan.

Buch Elliston is helping Elmer Williams harvest.

Mrs. Harry Schultz and children visited Mrs. Sawyer Friday afternoon.

Mrs. Polk Walker and son Jim from Wildorado are visiting in the home of Mrs. Walker's daughter, Mrs. Clem Dugan.

Vera Dugan is helping Mrs. Elmer Dameron this week.

John Robeson visited in the Wyche home Friday.

Joe and Oby Blanchard Jr. spent Thursday with Gladys Gold.

Miss Alberta Reed visited Mrs. Raleigh Hough Thursday.

Mr. and Mrs. Harry Schultz spent the week end on the ranch with Jack Miles, Mrs. Schultz brother.

J. W. Dugan made a business trip to Wildorado Monday, returning Tuesday.

Nell Wyche spent Thursday with Mrs. R. W. Hough.

Walk Bradley returned from Kansas City Thursday where he shipped some cattle.

Sam Hembree spent Sunday night

with Mr. and Mrs. Clem Dugan. Mrs. Singhofen and Ted Miles spent Saturday night in the home of their sister, Mrs. Harry Schultz.

John Robeson is helping the Hough family harvest.

**DIMMITT**

Mr. and Mrs. Buttolph made a business trip to Hereford Saturday.

Mr. and Mrs. C. J. Mapes are the proud parents of a fine baby girl, born November 15.

Miss Ethel Buchanan, of Friona, spent Saturday with Mrs. Mayes Miller. The Baptist W. M. U. will meet with Mrs. Ester Noble this week.

Mrs. C. E. McLean visited in the home of her son Bruce McLean last week, returning to her home in Hereford Saturday.

Dr. Miller reports the arrival of a fine baby boy to Mr. and Mrs. Sid Sheffy, born Nov. 15.

Messrs Ralph and Mergl Patton are in Dimmitt this week threshing their grain.

Edwin Ramey motored to Hereford Saturday.

Mrs. J. C. Howard and Mrs. Don Duree, motored to Hereford Friday.

Mr. and Mrs. I. B. Brooks a daughter Zowell spent Sunday in the R. C. Shufford home.

Mr. and Mrs. J. R. Hasting, Mr. and Mrs. Joe Hasting spent Sunday with Mr. and Mrs. C. O. Reynolds.

Mr. and Mrs. Carlos Reynolds motored to Hart Sunday for a visit with Mr. Reynolds's sister Mrs. Hackaby.

Mr. C. J. Mapes Sr. spent Sunday on the Charley Mapes ranch.

J. A. Johnson spent the week end with his family in Canyon.

The Christian preacher from Plainview filled his appointment here Sunday. His wife and two children accompanied him.

**SIMS SCHOOLHOUSE**

Professor O. W. Howard and wife were business callers in Adrian Saturday.

Jeff Reed made a business trip to Vega Saturday.

Sam Jackson of Vega made a business trip to Rail H headquarters one day last week.

R. L. Ferguson and Temple Lynch made a business trip to Amarillo last Monday.

Omer Bartlett and wife were transacting business in Vega Saturday.

Al Phillips made a business trip to the Matador ranch this week.

Mrs. E. F. Whitten and son Euclid went to Hereford Monday.

Mrs. Nell Lynch and son Richard spent Monday night in the home of their cousin Mrs. R. L. Ferguson.

Farmers were hindered the first part of the week by another rain which fell Sunday morning, but since then we have had some beautiful sunny days, for which every one is glad.

**Good Printing at the Brand**

Why don't you go to Church?

**Sign Writer From Tullia Secures Some Work Here**

S. H. Stapp, sign writer of Tullia, is in Hereford this week doing some gold leaf window sign work for the Prewitt News Stand and painting signs for the D. R. Gass & Son's store.

The Brand wants clean cotton rags.

**W. S. WILLIAMS**

Live Stock and General Auctioneer  
HEREFORD, TEXAS  
Date List at Brand Office  
Phone: Office 251; Residence 136

**LODGE DIRECTORY**

Hereford Lodge No. 649, A. F. & A. M. Stated meetings, second Monday each month.

GEO. L. MUSE, W. M. J. S. JONES, Sec.

Hereford Chapter 248, E. A. M. Regular meetings, first Monday of each month.

CARL P. COCKRELL, H. P. J. S. JONES, Sec.



**Robs Calomel of Nausea and Danger**

Medicinal Virtues Retained and Improved—Dangerous and Sickening Qualities Removed. Perfected Tablets Called "Calotabs".

The latest triumph of modern science is a "de-nauseated" calomel tablet known to the drug trade as "Calotabs." Calomel, the most generally useful of all medicines thus enters upon a wider field of popularity—purified and refined from those objectional qualities which have heretofore limited its use.

In biliousness, constipation, headaches and indigestion, and in a great variety of liver, stomach and kidney troubles, calomel was the most successful remedy, but its use was often neglected on account of its sickening qualities. Now it is the easiest and most pleasant of medicines to take. One Calotab at bedtime with a swallow of water—that's all. No taste, no griping, no nausea, no salts. A good night's sleep and the next morning you are feeling fine, with a clean liver, a purified system and a big appetite. Eat what you please. No danger.

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

**Frank Sez!**

The wether is cool ez sum peepul ar whin yeu asks thim does they care to redooce ther obligations by slight donation on account. Don't forget about the \$65.00 Range and other valuable premiums—you take no chance—and there is one for every one. GET THE BUTTONS.

**Gyles Grocery**  
Phone 81

**That Labeled Coal**

We are selling it like hot cakes these days and have not had a kick on it yet. The names are Ravenwood, Maitland and Chandler.

You are safe in filling your bin with any of it.

**Hereford Light & Power Co.**  
"Your Electrical Servants"  
Phone 388

**NOW IS THE TIME**

If you want to sell your land, business or residence property—LIST IT NOW.

Enquiries are coming in for all kinds of property.

**Ashbrook - Williams - Wilson Company**

Office Rear First National Bank Building

**GOOD USED CAR VALUES**

- 1 1921 Ford Touring Car
- 1 1918 Buick Touring Car
- 1 1918 Velle Touring Car
- 1 1922 Ford Coupe
- 1 1920 Fordson Tractor

ALL PRICED TO SELL

**WILKINSON MOTOR CO.**

Lincoln — Ford — Fordson

**Car Apples**

On Track

the Famous Genethen Apples

—also—

**Car Potatoes**

Just unloaded

**RUSSETTS Raised in Colorado**

**Golden Rule Produce**

H. H. HAWKINS, Mgr.

**Maybe Things Will Come Your way**

BUT WHY TAKE THE CHANCE?

Open a bank account and MAKE them come your way.

Every man you ever heard of who was considered "lucky" had a bank account.

It didn't "just happen" that way.

It will be pleasant for all parties concerned if you place the account with US.

**First State Bank & Trust Co.**

Guarantee Fund Bank

**Next to our best Day in Seven Years!**

It may interest our friends and customers to know that last Saturday, November 17, the second day of our THRIFT SALE, was next to the best day's business we have done in Hereford during the past seven years—and remember, that period takes in War Times, too!

We take it, from this response, that the people of this community realize the values and the prices we are offering in this, our first Sale in many years.

And by-the-way that Sale has just begun! May we show YOU what we have to offer?

**D. R. Gass & Son**



**Do You Want your old age Safe?**

Do you want your family properly made safe?

We can do both, and this is the ONLY sure way known to man.

Call and talk it over with us.

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

**The Hereford Brand**

ISSUED TUESDAYS AND FRIDAYS

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

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

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

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

**Classified Advertising**

Want Ads., Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc.  
RATES: classified, first insertion, 1c per word; minimum 25c; subsequent insertions, 1-2 cent per word; minimum 25c.  
CASH WITH ORDER.

**FOR SALE**

**XMAS PRESENTS**

For those Xmas presents see Mrs. J. L. Ramsey, finished pieces, tatting, crochet and embroidery. I do all kinds of fancy work; see my display in my home. Orders appreciated. One block East of Courthouse. 87-2t-pd

FOR SALE—Mammoth Bronze Turkeys—only a few. Place your order now before they are all gone. Call at Community Mills or see, 87-2t-pd MRS. J. L. ROGERS

FOR SALE—for breeding purposes—Bourbon Red Turkeys and Buff Orpington Cockerels. 87-2t-pd. MRS. DON-SOWERS

FOR SALE—Registered Jersey bull, or will trade for other cattle. 87-2t-pd. H. T. Wedel, 1 mi. west.

**TURKEYS**  
FOR SALE—Mammoth Bronze Turkey Toms and Hens. Sired by Grand Champion Tom. Delivered in Hereford during Poultry Show. Write for prices and particulars.

MRS. A. M. BROWNLEE, 86-4t pd. Dimmitt, Tex.

FOR SALE—50 weaned pigs. 86-2t E. W. HARRISON.

FOR SALE—Geyer Electric Washing Machine good condition, cheap. Telephone 418. 83-tf

FOR SALE—A number of good young Jersey cows, some fresh; some terms if desired. See 75-tf-2tpd. C. S. PURCELL

**SEED WHEAT**

FOR SALE—Good Kaured wheat for seed, clean of weeds and Johnson Grass, 5 miles south of Vega. 86-4t-pd J. A. McGowan.

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

**WANTED**

WANTED—RAGS  
Good, clean cotton rags suitable for wiping machinery. THE BRAND

WANTED—Men with row binder to cut row crop. Percy Welliver 76-tf

**FOR RENT**

FOR RENT—Good 7-room house, see Mrs. H. L. Broadwell. 85-4t

**LOST AND FOUND**

FOUND—Wool Scarf, brown and tan, found on Main street near Methodist church. Owner call at Brand office.

LOST—Small dark blue overcoat between Hereford and Amarillo. Finder notify Edgar Johnson. 86-2t

LOST—I lost a black Poland China Sow, white streak in face, 3 notches cut in right ear. Finder notify J. L. Hoffman or Brand office. 86-2t-pd.

LOST—The lower part of a Parker Fountain Pen. Notify Miss Halsip at High school or leave at Brand office. 86-2t

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

**Again Honor Wilson on Armistice Day**



Thousands marched to the Washington home of war-time President Wilson on Armistice Day to listen to his address—read by Senator Glass as Mr. Wilson stood by, as shown in the picture above. Immediately after the demonstration, Mr. Wilson went for a ride—when the new picture below was taken.

**Two Business Men Here on Prospecting Trip—Like It**

Messrs. N. H. Deahl of Dodsonville, Texas, and C. E. Duncan of Hollis, Oklahoma, arrived in Hereford the latter part of last week and are here prospecting. Messrs. Deahl and Duncan are both business men. Both men expressed their desire to locate in Hereford.

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

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

Let us figure with you on your  
**PLUMBING and SHEET METAL WORK**  
Phone 317  
**SULLINS & WOOD**

**The Delco-Light Washer**  
The most remarkable washing machine ever built. Designed by Delco-Light engineers. Made from accurate tools and properly machined. All complicated and troublesome parts eliminated. No clutch; no trains of gears; no dangerous exposed parts. Built to Delco-Light standards throughout. Scientific tests prove that it actually washes clothes cleaner.  
Made in 32 volts and 110 volts for both city and country.

**Electric Service Station**

**D. F. Ashbrook Delegate To Methodist Meeting**

D. F. Ashbrook left for Plainview Monday morning to attend the annual meeting of the District Stewards of the Methodist church. The meeting was held in Plainview Tuesday.

**J. T. Reid Purchases the Hereford Bakery this Week**

J. T. Reid bought the Smith Bakery last Saturday morning from L. M. Smith of Amarillo. Mr. Smith was here between trains to close up the trade. Mr. Reid has had the bakery leased for the past thirty days.

Mrs. D. Mitchell and three children of Detroit, Mich., reached Hereford Monday evening and are visiting in the home of Mrs. Mitchell's sister, Mrs. W. C. Fallwell. The Mitchells motored thru and it's their first visit to the Panhandle. They will probably spend the winter in Arkansas.

**THE STATE OF TEXAS**  
To the Sheriff or any Constable of Deaf Smith County, Greeting:  
You are hereby commanded to cause to be published once each week for a period of ten days before the return hereof,

In a newspaper of general circulation, which has been continuously and regularly published for a period of not less than one year in said Deaf Smith county, a copy of the following notice:  
**THE STATE OF TEXAS.**

To all persons interested in the Estate of Mrs. Martha Burkett, deceased, E. B. Black has filed in the County Court of Deaf Smith County, an application for Letters of Administration upon the Estate of said Mrs. Martha Burkett, deceased, which will be heard at the next term of said court, commencing on the 1st Monday in December, A. D. 1923, the same being the 3rd day of December A. D. 1923 at the court house thereof, in Hereford, Texas, at which time all persons interested in said estate may appear and contest said application, should they desire to do so.

Herein fail not, but have you before said Court on the said first day of the next term thereof this Writ, with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said Court, at my office in Hereford, Texas, this the 20th day of November, A. D. 1923.  
(seal) **BERRY ORR**, Clerk  
County Court Deaf Smith Co., Texas.  
87-80

**INSURE IN SURE INSURANCE**  
The A. L. BIGGS Agency "Dependable Service"  
Phone 50. Hereford

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

**SPHINX BRAND MEAT SALT**  
This salt is made by boiling brine in large shallow pans and the brine is evaporated at a low temperature, so that the crystals form slowly and are large size.  
Farmers who have had years of experience in curing meats and who prefer coarse salt are especially well pleased with SPHINX BRAND MEAT SALT, because, in its production, special attention is given to the securing of COARSE CRYSTALS.  
Chemical analyses show SPHINX BRAND MEAT SALT to be practically 90 per cent pure. It is snow white and clean. In dissolving, it does not leave a deposit of dirt on the meat or any sediment in the brine pickle. SPHINX BRAND MEAT SALT will produce well cured, deliciously flavored meat for you.  
We have 70 pound and 35 pound bags.

**Jones & McLean**

**Eyes on the Track--**  
Many good engineers have prevented wrecks by keeping their eyes on the track.  
To reach any goal in the time of life requires alertness against side tracks—continual watchfulness to keep your progress on the main line.  
Plan your course—then work your plan. If money is a factor—and of course it is—this bank can serve you.  
**The First National Bank**  
The Bank of Safety and Service

**Pick Out a Few Good Birds For the Coming Poultry Show!**

**SHIVERY WEATHER!**  
Calls for the Old Reliable—  
**ROUND OAK HEATERS**  
**HOT BLAST HEATERS**  
**BARLER OIL STOVES**  
We Sell 'em!  
**GARRISON BROS.**

**Our ADVICE**  
SEE US FIRST! AND LAST! Our line is complete in the following—  
Wind Mills  
Pipe  
Stoves  
Drinking Tubs  
Harness  
Dishes  
Guns  
Ammunition  
Shelf Hardware  
Aluminum Ware  
Enamelware  
Tinware  
Wagons  
Plumbing Goods  
Coaster Wagons  
Velocipedes  
**Dunlap Hardware Company**  
HAVE WHAT YOU WANT WHEN YOU WANT IT

**\$50.00 A BALE**  
It has been estimated that the cotton raiser loses from \$10 to \$50 per bale on the sample of WET, SNAPPED COTTON, picked before the bur dries out; and for this reason we strongly advise our customers either to PICK THEIR COTTON OR BE SURE IT IS DRY BEFORE SNAPPING.  
**Wet Snaps Lose Money for Everybody Concerned—Ginner and Cotton Raiser Alike**  
Also your attention is called to the fact that it is a violation of the law, with heavy fine, for the cotton raiser to bring wet cotton to the gin and a violation of the law for the ginner to gin it.  
We urgently request the farmers to be very particular and not pick or snap any unopened bolls until they are perfectly dry.  
We will be glad to handle your good, dry snaps.  
**The Hereford Cotton Gin**  
T. B. TILLOTSON, Manager



# TOWN & COUNTY

## Personalographs

L. M. Smith of Amarillo was in Hereford Monday morning.

J. M. Kimmons left for Altus, Okla., Monday morning.

**We buy Maize Heads. E. W. Harrison.**

B. Abrams of Amarillo was in Hereford on business Saturday.

30c record sale at the jewelry store.

Mr. and Mrs. J. B. Pinkerton left for Plainview Saturday morning.

See those silk and wool scarfs made by Earl W. Wilson at Gase's.

G. B. Warren of Truscott, Texas, reached Hereford Monday.

J. Ray of Amarillo motored to Hereford Tuesday morning.

L. L. Hughes of Spearman, Texas, reached Hereford Monday.

L. D. Smith of Ft. Worth reached Hereford Tuesday morning. Mr. Smith is here prospecting.

We have club rates on magazines and cut rates on papers. Your subscription appreciated. Prewitt News.

Mrs. L. P. Landrum went to Canyon to visit her daughter, Miss Mayne Landrum the week end.

Mr. and Mrs. Herschel Clymer of Vega were in Hereford Monday attending to business matters.

Look our \$1.50 window over. Any article in this window would make a nice Christmas present. W. H. Ray.

Mr. and Mrs. Roy Gilliam and baby motored to Amarillo Sunday to visit with relatives and friends.

J. S. Williams made a business trip to Dalhart the first of the week, returning home Tuesday morning.

**We buy Maize Heads. E. W. Harrison.**

C. C. Valentine of Bellview, N. Mex., was in Hereford Saturday attending to business matters.

Miss Winnie Faulkner of Canyon spent the week end with her sister in Hereford.

Mrs. George Sasser and son reached Hereford Saturday morning and are visiting in the W. B. Anthony home.

Miss Pearl Davis left Saturday morning for Canyon at which place she will visit her sister, Miss Clara Davis.

Mrs. J. P. Thornton returned to her home in Amarillo after a short visit with Mrs. E. B. Black.

### Fruit and Nuts

For Xmas fruit cakes, Pecans, Almonds, Brazils, orange and lemon peel, citron, dates, currants and raisins. L. W. Carlyle Grocery.

District Traffic Chief J. G. Goodman, Amarillo, of the S. W. Bell Telephone Co. was in this city between trains Monday.

Columbia and Brunswick records now 30c, three for \$1 at the jewelry store.

### THANKSGIVING DINNER

at Christian Church, Nov. 29, 1923

#### MENU

Roast Turkey Giblet Stuffing  
Brown Gravy Mashed Potatoes  
Candied Sweet Potatoes  
Combination Salad-on-lettuce leaf  
Celery Cranberry Jelly Pickles  
Pumpkin Pie with Whipped Cream  
Parker House Rolls Coffee  
Adults 50c Children 35c

Mr. and Mrs. Hicks Daniel and little daughter, Miss Stella Mae of Amarillo spent the week end in the home of Mrs. Hick's father, E. H. Womack.

**We buy Maize Heads. E. W. Harrison.**

Mrs. W. R. Woodburn and little son Lon left for Weatherford, Texas, Monday morning. Mrs. Woodburn will visit her father Sam Cooper.

Say! That Xmas Bazaar will be held in Mrs. Heitner's Millinery Parlors on Dec. 13, 14 and 15.

Mr. and Mrs. J. S. Fore of Hollis, Oklahoma left Hereford Monday morning for Roswell, N. Mex., after a short visit in the home of Mr. and Mrs. J. T. Reid of this city.

Records for your own photograph or for your friend a Christmas present. 30c at Ray's.

Messrs. R. H. Kinsley and J. W. White of Friona were in Hereford Monday afternoon attending to business matters.

### Fruit and Nuts

For Xmas fruit cakes, Pecans, Almonds, Brazils, orange and lemon peel, citron, dates, currants and raisins. L. W. Carlyle Grocery.

Leo Gatlin left Tuesday morning for San Angelo, Texas. Mr. Gatlin has been visiting relatives, Mr. and Mrs. C. B. Gatlin, the past two weeks.

H. D. Neely of Omaha, Nebraska, reached Hereford Monday morning. Mr. Neely will visit in the home of his brother, B. F. Neely, in Castro county.

**We buy Maize Heads. E. W. Harrison.**

The following were visitors at the home of Mr. and Mrs. W. B. Anthony the week end: Messlames Grady Stegall of Amarillo, Jamie Dugan, Frank Barrow and Mr. and Mrs. E. T. Coleman of Plainview. Mrs. Barrow also visited her mother, Mrs. J. M. Boone. Messlames Stegall and Dugan are daughters of Mr. and Mrs. Anthony.

**We buy Maize Heads. E. W. Harrison.**

Messrs. Charles F. Koenigsberg and J. E. Burton of Quincy, Ill., reached Hereford Saturday morning. Mr. Burton will visit in the home of his son, Otis Burton, of near Muleshoe.

W. M. Ohlig and family of Pilot Point, Texas, reached Hereford Saturday morning. Mr. Ohlig will take charge of the Arthur Brooks farm twelve miles northwest.

### Two Hunting Parties Off To Mexico After Game

Two hunting parties left Hereford Saturday morning. Messrs. E. S. Ireland and J. O. Newell went west into New Mexico in search of the big game and Messrs. John Haberer, Frank Lambert, Robert Fullwood, George Dent and Joe Dent left for the Boswell country and the mountains.

Mr. and Mrs. C. A. Davis and daughter of Clovis, spent Sunday in the home of Mr. Davis' sister, Mrs. W. H. Paton. John Droke, father of Mrs. Paton, accompanied the Davises to Clovis.

Mrs. Walter Bartholomew and baby left for Plainview Tuesday morning.

**Why don't you go to Church?**



Mrs. Wallace Reid in "Human Wreckage"

A SMASHING PHOTODRAMA THAT WILL ROCK THE WORLD TO ITS VERY FOUNDATION

A CROSS-SECTION of throbbing human experience! Here is drama built out of the very fabric of life. Stripped of reserve, born of the nobility of a woman's soul, and dedicated to the cause of saving other lives from the unspeakable curse of narcotics.

Played by a perfect cast, including Mrs. Wallace Reid, James Kirkwood, Bessie Love and a host of others, "Human Wreckage" is not only the most crashing blow ever delivered against the narcotic evil—not only the most gigantic theatrical attraction ever produced—it is real! It lives! You must see it!

Friday and Saturday Nights **STAR THEATRE** Admission 25c and 50c

### FIVE REASONS

#### WHY DAIRY FARMING PAYS

- 1—There is always a ready market for ALL you can produce.
  - 2—You market your product every week in the year.
  - 3—Your product sells for a good price.
  - 4—Your market is usually close at hand.
  - 5—There are no DULL seasons.
- You can think of many other reasons—  
Let us assist you to make your start.

The Western National Bank

# HOLIDAY GOODS

We have just received and unpacked the finest display of Holiday Goods ever brought to Hereford. The line this year is much bigger than usual, containing articles from almost every country in the world. The prices this year average a great deal less than in former years.

Our display will all be ready by next Saturday and it will pay you to be here on that day and make your selections and have them reserved—as we can give you much better service than if you wait for the last few days to make your selections.

# C. A. SKELTON



## Shop Around A while

Compare the Quality and the Prices

and then come in here and let us fix you up for the Winter's wearing apparel, and with the House Furnishings you need, from the big stock we have placed at your disposal in our gigantic

FALL HARVEST SALE

Yours, for steady service the year round—

## FOX Mercantile Company

"The Place to Buy Shoes"

