

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

23RD YEAR, NO. 55.

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, JULY 31, 1923.

A MOMENTOUS STEP
The action of the Chamber of Commerce Monday in contracting for the erection of a cotton gin at Hereford is, in our opinion, the most far-reaching and significant forward step taken here in years for the future development of the country.
With the cattle industry shot to pieces as it is, there is an imperative demand for a crop that will draw immigration to these fertile Plains and produce an immediate cash return. If there is one crop in the world that will accomplish both these objects it is King Cotton.
There is no question but that cotton can be raised on a commercial basis here, and with a gin assured the farmers can now proceed methodically and confidently toward cultivation of the now thriving fields and look forward to an assured income in addition to that received from the usual run of Plains farm products.
It's a giant stride forward. Come to the Plains!

A FINE SPIRIT
There's the finest example of community spirit and team work in the promotion of the cotton industry in the Hereford country this year that we have noted in many years. The lion's share of the credit for securing seed for the farmers, a publicity campaign to have it planted, and the acquisition of a gin undoubtedly belongs to Hereford's three enterprising banks that have stood shoulder to shoulder throughout the campaign, put up the sinews of war when needed, and by their united and powerful influence made the venture a success.
The average small Texas town, with two or three banking institutions is the battle ground for a perpetual war between banking factions, to the demoralization of business conditions and the encouragement of local strife and bitterness. The example set by Hereford's three banks for community teamwork and cooperation is therefore a most splendid and cheering indication for the future.
The average man seldom views his local bank from a logical standpoint. Too many merely visualize them as a personal convenience. We have heard men say: "A bank's designed to loan money; when they stop making loans to me I'm through with them." The man who takes this kind of stand is either very selfish, very ill-informed, or very short-sighted. He is usually the kind that gives the banks the most trouble in collecting his loans.
The banks of Hereford have had a staggering load to carry for several years, but have carried it gamely, are still carrying it, and through it all are smiling at the future and "carrying on" cooperatively in a way that is bound to win for the banks themselves and therefore win for the community as a whole.

THANK YOU!
Girard, Illinois, July 28, 1923.
The Hereford Brand, Hereford, Texas.
Gentlemen:
Enclosed find check for two dollars and fifty cents (\$2.50) for my subscription to The Hereford Brand. Please do not let your bulky little paper stop. Respectfully yours,
R. E. Alford.

Beattie, Kans., July 28, 1923.
The Hereford Brand, Hereford, Texas.
Gentlemen:
Herewith enclosed check for \$2.50 for subscription to The Brand from 7-13-23 to 7-13-24. I overlooked the date of expiration so if you drop my subscription before this check reaches you, please forward all back copies. Very truly yours,
J. H. Cain.

Irvington Ky., July 25, 1923.
Hereford Brand, Hereford, Texas.
Dear Sirs:
Enclosed you will find check for your paper. Can't do without it. Respectfully,
J. B. Gibson.

A TIP
If you possessed a shop or store, You'd drive the grouchies off your floor. You'd never let some gloomy guy Offend the folks who came to buy; You'd never keep a boy or clerk With mental toothache at his work. Nor let a man who draws your pay Drive customers of yours away. You'd treat the man who takes your time And spends a nickel or a dime With courtesy and make him feel That you were pleased to close the deal. Because tomorrow, who can tell? He may want stuff you have to sell And glad he'll be, then, in that case To spend his dollars at your place. The reason people pass one door To patronize another store Is not because the busier place Has better silks or gloves, or lace, Or cheaper prices, but it lies In pleasant words and smiling eyes; The only difference, you should believe, Is in the treatment folks receive. It is good business to be fair To keep a bright and cheerful air About the place and not to show Your customers how much you know; Whatever any patron did You'd try to keep your temper hid. And never let him spread along The word that you had done him wrong.—Note.—Author unknown.

ISN'T IT FUNNY?
A man wakes up in the morning after sleeping under an advertised blanket on an advertised mattress; pulls off advertised pajamas; takes a bath in an advertised tub; shaves with an adver-

GUARD BOYS ENJOY TRIP TO AUSTIN HOME SUNDAY FROM TWO WEEKS OF CAMP LIFE

KEPT THE FAITH Captain Elliott Proud of the Way the Boys Tried to Make Good

Stimulated but full of pep and enthusiasm Hereford's quota of National Guardsmen returned home Sunday night and Monday morning from two weeks annual training camp vacation at Camp Mabry, Austin, Texas. The boys arrived Sunday evening at Canyon and those who could came over that night, the remainder arriving Monday morning.
From talks with the boys it seemed to be the unanimous verdict that this particular camp was the best one ever held and if there were any complaints they were not made loud enough to hear. Several of the boys were heard to compliment the work of the three Hereford officers, one man declaring that "we had the best set of officers on the ground."
Target practice was indulged in every other day at Austin, and mock battles and real war formations, with dress parades occasionally, made up the routine. The Guardsmen are pleased with the trip and come home with renewed zeal for their company.
Captain Robert Elliott was highly pleased with the conduct of the men during the camp, declaring that they reflected credit upon Hereford without exception. There was no "rough stuff," no gambling, no fighting, nothing but good nature and endeavor to make a good showing, although there were portions of these companies combined under Captain Elliott's command.

Tom Whitley Was Jerked From Saddle and Injured

Tom Whitley of the Casero Ranch in Castro county was brought to Hereford early Tuesday morning by his partner, Elmer Morrison, in crippled condition. Mr. Whitley was out in the pasture Monday evening and in an attempt to rope a cow he was jerked from his horse and one of his limbs was severely bruised. Mr. Whitley was unable to make his way to the house and laid out all night. He was found Tuesday morning and hurried to the Hereford Sanitarium, where his limb was dressed. It is thought that no bones were broken.

Here's Good Chance for Cool Week-End Vacation

Anyone desiring a nice week-end outing of three or four days, August 9-11 should communicate with E. W. Harrison, director of highways of the Chamber of Commerce. The Texas-New Mexico Highway's annual convention will be held at Springer, N. M., August 10-11, and Mr. Harrison would like to see a good delegation go from here, attend the meeting, and enjoy the New Mexico mountain scenery for a few days.

Father Mrs. C. H. Carl Passes Away at Decatur

C. H. Carl received a wire from Mrs. Carl stating that S. Caraway of Decatur Texas, father of Mrs. Carl, passed away Sunday morning. Mrs. Carl has been at the bedside of her father for the past three months and is expected home Tuesday or Wednesday.

Anson Men Arrive Here On Trip of Inspection

Messrs. W. H. Lee and J. Houck of Anson, Texas reached Hereford Sunday and spent the day and Monday giving Hereford and the Hereford country an inspection. Messrs. Lee and Houck were prospecting.

Used razor; washes with advertised soap; powders his face with advertised powder; dons advertised underwear, hose, shirt, collar, shoes, suit, handkerchief, sits down to a breakfast of advertised cereal; drinks a cup of advertised coffee; puts on an advertised hat, lights an advertised cigar; rides to his office in an advertised auto on advertised tires; then he refuses to advertise on the ground that advertising doesn't pay.
If your business isn't good enough to advertise, advertise it for sale.—Ex.

Contract For Cotton Gin is Closed

Boosts Cotton's Value As Real Country Builder

The strongest booster for the Hereford country, and for cotton as a money crop on the Plains, that has appeared here in many a moon went home Monday morning to his home in Marietta, Oklahoma. He is F. M. Hill, cotton buyer, who with his wife, has been here visiting his son, L. H. Hill, and a large circle of old friends, among them E. C. Carter, J. D. Thompson, W. S. Higgins, John Thomas, Charles Hodges and Mrs. Ella Whitechurch.
"This is the finest country I ever saw," said Mr. Hill, "and I believe it is the coming cotton country of the south. You are above the boll weevil belt and have everything in your favor that goes into the making of a real cotton country. And let me tell you something: there is no other crop in existence that will start the activity in your land that you need and that will settle up your country as quickly. And besides all that, it will put more money in circulation in this country than you ever saw before. Go to it; get that gin; keep pushing the cotton and you'll have the greatest country in the United States before you know it."
Mr. Hill said before leaving that he intended to come back here; and that if he could dispose of his property and arrange his affairs so as to do so he would move to the Hereford country next year or as soon thereafter as possible.

J. M. Weatherford Killed in Auto Crash Last Week

J. M. Weatherford, manager of the Algerita Hotel at Post City, Texas, was killed in an automobile accident near Lubbock last Friday night. Mr. Weatherford was formerly proprietor of the Cordova Hotel here and leaves friends and acquaintances who were shocked to hear of his death. The Amarillo News carried the following details of the accident, under a Lubbock date line:
"One dead, one in the hospital and two seriously injured is the toll taken by good roads, and speed, near here last night.
While traveling at a high rate of speed in a practically new, sport model six cylinder automobile on the highway between Lubbock and Tahoka driven by Miss Eugene Jackson, an unexpected turn excited the driver, who lost control of the car. It plunged down a slight embankment, through a four wire fence and according to the evidences turned over two and a half times coming to rest bottom up with three of the party pinned underneath.
J. M. Weatherford, manager of the Algerita Hotel at Post City is dead, his head being practically severed from his body by a barbed wire that caught on his neck. Mrs. Grace Stahl is injured internally, being likewise severely cut by wire and is in a local hospital not expected to live.
Miss Jackson and M. T. Mitchell are badly bruised and cut, but not seriously injured."

Just Smattering Of Rain Falls; More is Needed

The Weather Man made two desperate attempts to bring the much wanted rain to this section Sunday night and Monday but the best he could do was fifteen hundredths of an inch in Hereford, with somewhat heavier precipitation in some spots in this territory. Southeast of the city it was reported that enough moisture was received to hold crops for several days in good shape, but the amount received here was hardly enough to lay the dust. The wind accompanying the disturbance, however, cooled off the atmosphere materially. Crops are not suffering to any extent but rain will be welcomed if it should come now.

Mrs. F. H. Oberthier, Jr., Visits Parents at Moran

J. J. Holmsley, brother of Mrs. F. H. Oberthier, Sr., who has been visiting his relatives here, for some time, returned overland to his home in Comanche, Texas the last of the week. Mr. Holmsley was accompanied as far as Moran, Texas by Mrs. Fred H. Oberthier, Jr., who will visit her family there.

T. H. Vinson of Dimmitt Is Interested in Cotton

T. H. Vinson of near Dimmitt was in Hereford Monday. Mr. Vinson attended the Chamber of Commerce dinner at Cordova Hotel and gave the diners some timely information in regard to the proposed gins that were being discussed at the luncheon. Mr. Vinson has thirty acres of thrifty cotton of the Acala variety.

McCauley, Texas, Man Visiting Relatives Here

W. W. Falkenberg of McCauley, Texas reached Hereford last Thursday and visited in the home of his father, J. O. Falkenberg. Mr. Falkenberg also visited his brother, L. E. Falkenberg, and a relative, J. J. Clayton, and family. Mr. Falkenberg is agent for the Orient Railroad at McCauley.

Y. P. M. S. Girls Leave For Camping in Canyon

The Y. P. M. S. girls of the Methodist church, about nine in number, left Hereford Tuesday morning for a ten days' camp and hike in the Ceta Canyon, about twenty miles northwest of Canyon. Mesdames C. S. Purcell and J. H. Hodges will chaperon the girls.

Amerson Family Leaves For Home in Amarillo

Mr. and Mrs. A. F. Amerson left overland Monday for Amarillo, their future home. The household furniture has been boxed for shipping and will follow as soon as shipment can be made. Mr. Amerson is now with the Sanitary Barber Shop of Amarillo.

Liberal Attendance to Hear Miss Ness Recital

There was a liberal attendance at the Summerfield schoolhouse Friday night, July 27, when Miss Annie Laurie Bule presented Miss Ragnhild Ness in piano recital. Each number given by Miss Ness was performed with special attention to technique and expression. Musical readings by Miss Zella Walser were heartily received by the audience. Miss Karl Ness ably gave several piano numbers. Miss Helen Bule, accompanied by Miss Edythe Bule, sang effectively "When the Roses Bloom" and "Lassie O' Mine."

Two Auto Service Centers Erect Road Signs

The Service-U-Like Filling Station and Beavers Bros. Garage have joined hands and had painted eighteen South West Trail road signs for erection through the city of Hereford. Tourists have complained that there were not enough guide signs through the streets and that they sometimes became confused. In the haste for business the two firms above did not let any grass grow under their feet but supplied the signs without private advertising of any kind.

Mrs. Eli Dunlap, Miss Dean, and Visitor Here

Mrs. Eli Dunlap and daughter, Miss Dean, and Miss Marguerite Hyer, a friend, arrived here Saturday night overland from Dallas for an indefinite stay. Miss Hyer is the daughter of President Hyer of Southern Methodist University, where Miss Dean Dunlap is a student.

Wellington Couple Are Visiting in Castro

Mr. and Mrs. Bert Starkey of Wellington, Texas, arrived overland Monday for a visit with Mr. and Mrs. Cecil Montgomery of Castro county, and other members of the Montgomery family.

Louie LeGrand and Earl Springer to Colorado

Louie LeGrand and Earl Springer were planning to leave overland for Colorado Springs, Denver and other Colorado points early Wednesday morning. They expect to be away for a couple of weeks, or more.

Insurance Men Here on Business for Company

C. W. Lamberth of Dallas and Frank Barber of Lockney, representing the Southwestern Life Insurance Company of Dallas, are in Hereford this week in the interests of their company.

Arch Collins' Mother Is Here for a Visit

Mrs. Josephine Collins of Wichita Falls, mother of Arch Collins, arrived last Wednesday for a visit of several weeks with her son and his family.

GUTHRIE COTTON OIL CO. TO ERECT 3-STAND GIN FOR CASH BONUS \$2,500

COMPANY WAS THOROUGHLY INVESTIGATED BY COTTON COMMITTEE, WHO BELIEVES THE DEAL IS THE BEST OFFERED HERE.

DINERS HEAR TWO FUNNY SPEECHES

G. A. F. Parker and Dr. Jno. W. Overton Convulse Audience With Talks Bristling With Wit and Humor. Overflow Crowd Enjoys One of Best Dinners of Year

The offer of the Guthrie Cotton Oil Company of Guthrie, Oklahoma, for the erection of a three-stand cotton gin at Hereford was accepted by the Hereford Chamber of Commerce at Monday's luncheon of the business men held at the Cordova Hotel. Under the terms of the contract between the two parties the company is to receive a cash bonus of \$2,500, which is to be certified to the company by a local bank by the sixth day of August and the amount paid over when the gin is ready for business. It is not a new gin but the Guthrie people guarantee it to be first class in every particular and to give satisfaction. The company is to begin the erection of the gin as soon as possible and be ready to handle this year's crop and will provide their own site.

Monday's luncheon drew an overflow crowd and resulted in a session full of momentous history for Hereford and also in an hilarious and comical ending. The meeting was short, the entire program being devoted to the cotton gin question, and the crowd left the building chuckling over the experiences of the hour.
G. A. F. Parker was the first speaker, detailing the experiences of himself and "Deacon" Oberthier, as Mr. Parker dubbed him on their recent trip to Guthrie. At Kiowa, Kansas, where the pair spent the first night, the thermometer stood at 108 and the panting pair took the street in search of a cooling breeze. Mr. Oberthier, Mr. Parker gravely explained, was a "deep water man" and promptly ferried out a natatorium, got into a bathing suit and took to the water like a duck. Mr. Parker explained that, as he was a Methodist, he could not make such a splash as Mr. Oberthier, "but I did the best I could." The crowd yelled its approval.

Concerning the Guthrie investigation Mr. Parker stated that they found this company to be absolutely reliable, good, conservative business men with a good reputation, and the owners of a cotton oil mill and over twenty gins in Oklahoma. They are now constructing another one at Canadian, Texas. Their investigations convinced them that the Guthrie concern was one that Hereford could tie to and receive a square deal all around.
Geo. L. Muse, chairman of the cotton committee then took the floor. He had the secretary read, three propositions submitted to the committee then said that after careful consideration his committee recommended the Guthrie proposition for acceptance. After discussion at length the motion was carried unanimously.
The only thing remaining now to be done is to collect the bonus, over \$2,500 of which has already been pledged by the business men. The work of collecting will be undertaken this week and it is hoped to be able to announce at next Monday's luncheon that the deal is all closed and a cotton gin for Hereford absolutely cinched.

Wheat Farmers to Erect Elevator At Umberger, Tex.

The farmers in the Umberger country are erecting a ten thousand capacity grain elevator in Umberger near the Great West elevator. The farmers are members of the Texas Wheat Growers Association and are erecting this elevator to take care of the big wheat crop that is now being harvested.

P. J. Spencer and Mrs. Ruby Garcia Married

P. J. Spencer and Mrs. Ruby Garcia were united in marriage last Thursday night by Judge J. H. Wilson. Mr. and Mrs. Spencer will make their home in Hereford for the present, both having been residents of this city for several years.

Castro County People Here for Day's Visit

Mrs. J. W. Alexander of Dimmitt, accompanied by her daughter, Mrs. Cecil Montgomery and little son, Bill, and Mrs. Q. B. Hill of Houston, who is visiting Mrs. Alexander, spent the day in Hereford Tuesday with Mrs. Seth B. Holman.

Bee County Sheriff Here On Official Business

Walter Malone, sheriff of Bee county, in southwest Texas, was in Hereford Monday and Tuesday on official business. It is understood that Mr. Malone was here for witnesses in a case filed in his county.

C. L. Gass and Wife are Visiting Their Folks Here

Mr. and Mrs. C. L. Gass of Ringgold, Texas reached Hereford last Friday and are visiting in the homes of Mr. Gass's parents, Mr. and Mrs. D. R. Gass, and brother, Nester E. Gass.

Slaughter Swimming Pool Well Equipped, Popular

Patrons of the new C. C. Slaughter Swimming Pool and fishing place just east of town seem to be delighted with the accommodations and facilities offered them these hot days. Individual dressing rooms for the ladies and gentlemen have been provided, with steps leading down to the water, two spring boards, and other conveniences. The pool is reported good and Mr. Slaughter's patronage is growing every evening.



DIMMITT

O. B. Hawkins returned last week from a very interesting trip to Galveston, Texas.

Bill Ewers states that his crop is in fine shape and looking good and he expects to make lots of grain, since the little shower Sunday night and Monday morning.

Several people of Dimmitt spent Sunday at the Baptist encampment grounds near Canyon Sunday. Those enjoying Sunday there were, Mesdames Ester Noble, Edna Tate, Donald Duree, Joe Howard, C. H. Buttolph, Will Gollehon, I. B. Brooks, I. E. Grant, Orval Grant, Miss Minnie Grant, Leonard O'Neal, Van O'Neal; Messrs. Kenneth Turner, Ester Noble, I. B. Brooks, Will Gollehon, Leonard O'Neal, Van O'Neal, Joe Howard, Donald Duree, Alford Grant, Orval Grant.

Mr. and Mrs. M. L. Hardy have for their guests this week Mr. and Mrs. Ed Akin and children of Mineral Wells, Texas, also Mrs. P. A. Corbett and daughters, Grace and Latrece, of Rockinridge, Texas. They are relatives to Mrs. Hardy.

Mrs. Mayes Miller and Miss Addie Bell Fort of Dimmitt spent Sunday at Jumbo attending the revival meeting. Rev. Sharp delivered a wonderful sermon at eleven o'clock, to a large congregation, which everyone enjoyed to the fullest extent. About twenty-thirty the ladies of Jumbo spread a grand and glorious dinner, which was immensely appreciated by all. Another good service was rendered at 2:30 p. m. by Rev. G. E. Fort.

In the evening an old fashioned prayer meeting was enjoyed. Everyone seemed to have received a great blessing, and we feel that the entire day was well spent in the service of our Lord and Savior.

Mr. and Mrs. J. O. Minter and son, Abner, and daughters, Mary, Bernice and Dorothy, of Madill, Oklahoma, are visiting in the home of Mr. and Mrs. Edwin Ramey and Mrs. Etta Brashear. Mrs. Minter is a sister to the Ramey brothers and to Mrs. Bhashears. The Minter family will return home Tuesday. Mr. Edgar Ramey expects to go home with them for a few days visit.

Mrs. R. A. Patton and small son, Billy, spent Friday with Mrs. Mayes Miller.

ARNEY—BLUE RIDGE

(Too Late for Last Issue)
Porter White's family of Amarillo are spending this week with his sister, Mrs. J. E. Morris, and family.

Charlie Hogge made a trip to Happy one day last week.

Mrs. McGowan of Oklahoma visited her two daughters, Mrs. Will Todd and Mrs. Renfro of Hereford, from Wednesday until Sunday. She left for her home Monday morning.

Luther Hough and Mr. Roberson of Hereford were business callers at the S. J. Taylor home Wednesday.

Mr. and Mrs. S. J. Taylor and daughters, Lillian and Lorena, were shopping in Hereford Friday.

J. E. Morris visited his brother, Walter Morris, one day this week.

Will Todd and daughter, Leona, were business callers at the home of Mr. and Mrs. Griggs Tuesday afternoon.

A reunion of Mrs. B. F. Holden's family was held at her home from Wednesday until Saturday. All the children came home, it being eight years since all had been together and Mrs. Holden reports a grand time. They all spent Saturday and Sunday at the home of Mr. and Mrs. Gordon Holden of Canyon and from there separated, going to their respective homes Monday. Word Holden and family of Taft, California, started on their journey by way of Iowa, to visit Mrs. Holden's people. Two of Mr. Holden's sisters and families of Oklahoma went part way with them.

Mrs. Charlie Cox and daughter, Laura, visited friends in Hereford Tuesday.

Mesdames J. P. Hutson, L. G. Hutson and M. A. Brooks were business callers in Canyon Tuesday afternoon.

Mrs. J. E. Davis spent Monday afternoon at the home of Mr. and Mrs. J. E. Morris.

Mrs. J. P. Hutson was a business caller at Nazareth and at the home of Will Dixon Tuesday.

Mrs. Will Todd and daughter, Leona,

Lake baseball team played the Olton team at Spring Lake. Olton won with a score of 9 and 7. The Ladies Aid served ice cream and lemonade during the afternoon and netted about \$21.50. J. B. Lawson returned to Wichita Falls Friday.

O. C. and D. G. Axtell have been combining wheat for Fred Galle the past few days.

SIMS SCHOOLHOUSE

Temple Lynch was in Adrian Sunday afternoon.

Mrs. James Mecaakey and children, James, Jr., and Robert, returned from Dallas, Texas Saturday, where they have been visiting relatives for several days.

Mrs. Underwood visited with Mrs. Ben Rice one day the past week. Uncle Charlie Abngren spent Tuesday in the Reed home.

Mrs. Ben Rice and children have been on the sick list for a few days. Glad to report them all better at this writing.

Mrs. N. J. Lenox visited with Mrs. Temple Lynch Monday.

J. A. Reed and wife made a business trip to Vega Thursday.

Mrs. Rebecca Reed visited in the home of her friend, Mrs. C. E. Hawn, of Adrian Thursday afternoon.

R. L. Ferguson is enjoying a visit from his brother of Wise county, Texas.

A nice shower of rain fell in Sims community last Friday. The country is in need of a general rain.

Some crops are suffering now.

Mrs. Hosea Chapman and daughter, Edna, to Adrian have returned from Sand Springs, New Mexico, where they spent a few days with relatives.

BOVINA

Mrs. Mulkey Ezell and sister-in-law, Lillian Ezell, who reside south of town, went out for a car ride. They could not manage the car very well and ran into the corner of the fence. Shook them up pretty bad and disabled the car.

D. A. Vassey is in town with his two daughters, Jack and Helen, who enjoyed a wading with the town girls of their size just after the rain last Thursday, which was very heavy. Rain fell Friday and Saturday, but did not cover a very large scope of the country.

Mrs. F. W. Jersig was tripped by a pig while feeding them and hurt her foot badly. Her son, Shelby, phoned to Amarillo for his sister, Mrs. Ben Monning, to come.

P. H. Herndon of Farwell sport a

LODGE DIRECTORY

Hereford Lodge No. 549, A. F. & A. M. Stated meetings, second Monday each month.
GEO. L. MUSE, W. M.
J. S. JONES, Sec.
Hereford Chapter 248, R. A. M. Regular meetings, first Monday of each month.
CARL F. COCKRELL, H. P.
J. K. JONES, Sec.

A. L. BIGGS, Insurance

Dependable Service

Your INSURANCE BUSINESS APPRECIATED and PROTECTED.

Phone 50

Theatre Bldg.

Feed You Need

Look us up. We deliver.

Bran—Shorts—Meal—Oats—Wheat—Kafir
Maize—Salt

COAL

B. R. Dixon

Phone 265

At the Great West Mill & Elevator Co.

In this age of Business Efficiency

It takes sane, safe and efficient banking methods—to build up the great business of a bank like this—yet it is where the wishes of the humblest depositor receives the most courteous consideration.

"The Systematic Saver Has the Right Idea"

First National Bank

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

Abstracts and Loans

J. Frank Potts

Maps, Deaf Smith Co.—50c.



Every Wednesday

J. O. NEWELL

SUPER FEX

Come in and let us demonstrate to you the New Perfection Oil Stove with the Super Fex burner.

Dunlap Hardware Company

GLOBE VACCINE

For the best Vaccine, see Smith & Guinn. We always have a good supply on hand. None better. 15c per dose.

Smith & Guinn

PUBLIC SALE Saturday August 4

**Jersey Cows
Horses
Hogs**

I will sell a Public Auction at my barn on 25 Mile Avenue, 1/2 mile north of Mothers' Park, at 1:30 p. m., the following described property:

40 Head of Jersey and Holstein Cows and Heifers

20 of these giving milk and most of them are good big milkers, and bred to registered bulls of the Oxford and Financial breeding

1 registered Jersey cow, also 1 yearling heifer subject to registration.

1 Registered Jersey Bull

4 years old June 27, he is of Oxford breeding and other good blood lines, he has proven himself a good breeder and kind and gentle

2 Horses

1 black horse, 6 years old, weight 1100, 1 grey mare, 6 years old, wt., 1100 pounds, bred to Jack

4 Gilts

Bred, subject to registration

Carriage and Harness

1 two horse carriage, 1 set of carriage double harness, 1 set buggy harness, 1 set heavy leather harness, new Farm Machinery and a number of articles too numerous to mention.

On day of sale I will give one male Jersey calf, sired by Financial Fern Aloi, to the person holding the lucky number, drawing on the Dollar Wednesday plan.

TERMS: All sums of \$25.00 and under, cash; over \$25.00, 4 months time at 10 percent, with approved security. 5 percent discount for cash. No property to be removed until terms of the sale are complied with.

J. B. PHILLIPS, Owner

Hereford, Texas

Clerk, C. C. ACKER

COL. L. S. PALMER of Wellington, Kansas in charge of the sale, assisted by COL. CAMPBELL, Canyon COL. W. S. WILLIAMS, Hereford COL. V. TATE, Clovis

The Bull's Eye!

The only shots that count are those that HIT.
THE DIFFERENCE is all the difference in the world.

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

The Hereford Brand

ISSUED TUESDAYS AND FRIDAYS

Edith B. Holman | Walter R. Steckman
Holman & Steckman
Publishers

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

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

Subscription, Zone 1—per year, \$2.00
Subscription, outside Zone 1, per year, \$2.50
six months \$1.50
three months \$1.00

No subscriptions accepted for less than three months.
ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

Classified Advertising

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

FOR SALE

FOR SALE—Light Brahma Hens, full blood stock, also have a good Brahma rooster for sale.
H. L. Brisbin, 55-2t

Goodbye Hay Fever
A guaranteed Hay Fever and Catarrh Cure For sale by the City Drug Store. Guaranteed to cure or price refunded.
55-4t-Pd

FOR SALE

Practically new Primrose Cream Separator and two 5-gal. Cream Cans.
Phone 241. Mrs. C. R. Barber, 55-2t-Pd

Tractor—Separator

FOR SALE—A 10-20 Tractor and 24 in. cylinder separator. Will sell or trade. Both in good working order. Will sell either or both together.
L. A. Smith, Dawn, Texas, 53-3t-Pd

500 Bushels

FOR SALE—500 bushels choice fresh fruit. Plums and Compass Cherries now ready. Peaches and pears ready Aug. 1. Grapes about Aug. 20. Come and bring baskets and buckets.
Hereford Nursery Co., Hereford, Texas, 53-8t

FOR TRADE

3 colts, two past, and good saddle horse, five years old. Will trade for cows.
F. H. Oberthier, Jr., 53-1f

FOR SALE

30 head good yearlings, price \$27.50 per head.
J. M. Chapman, 52-4t

Two Houses

FOR RENT—Extra good house with bath. Also a cheap house.
H. L. Broadwell, 50-1f

Farm—Home

FOR RENT—My home in west part of town, three-fourths mile to school, well improved with 5 room house and 30 acres. Phone 202-F22.
Geo. W. Smith, 49-1f

For Sale

Four Room Dwelling located on two lots near Central School. Will accept Jersey Cows, or Automobile as Cash Payment. Balance payable monthly without interest.

Modern Six Room Dwelling

near High School. East front, Barn Garage, Well and Windmill. Price about half actual value, small cash payment, balance three years 7 percent interest.

Improved Farm of 100 acres

near O'Donnell, Dawson County, to exchange

Rob's Calomel of Nausea and Danger

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

The latest triumph of modern science is a de-natured 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 objectionable 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 quality. Now it is the safest 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 package; 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.—(Adv.)



for Hereford property or land near Hereford. Price \$50 per acre cash value.

\$15000.00 Modern Brick Residence in good Texas School (Baptist) town to exchange for land in Deaf Smith County.

Business Lot on Main paved street in Eastland, ground lease payable monthly. Also Modern Six Room Residence in Ranger leased \$25.00 monthly will exchange one or both for land in Deaf Smith County.

160 acres unimproved West part Deaf Smith County. \$1000 debt payable \$200 yearly, 6 percent. Trade Equity for Jersey Cows or Automobile.
Ralph Barnett.

FOR RENT—800 acres of land, 450 acres in cultivation. Phone 78.
53-4t-Pd Mrs. G. R. Ward.

LOST AND FOUND

Suit Case
LOST—Aug. 26, on the highway about four miles west of Canyon, Texas, a suitcase covered with a canvas slip, containing a lady's and a man's suit, some spectacles and many articles of wearing apparel of value only to the owner. A lady's purse containing a few cents and some mail addressed to the owner were also in the bag. Please notify Dave Alexander, Texline, Texas, or W. H. Milner of Dexter, N. Mex., and a suitable reward will be given for return of the articles. 55-2t-Pd

Good Job Printing at The Brand.

WANTED

Plowing
I am prepared to do your plowing and discing. Have new Case tractor and 5 disc plow. Leave calls at Skelton's Variety Store, Frank J. Newbury, 50-8t 4Pd Box 373.

WANTED—A good tenant with equipment to handle 300 acres improved farm land, adjacent to shipping points. Enquire at Brand Office. 49-1f

From Neighboring Towns

BOVINA

(Continued from Page 2).
Paul Woffle is laying the blocks, James Richards is hauling the block from his farm south of town where they were made.

R. D. Ballard, who resides east of here, and who travels selling Cappers publications, came thru with a load of chickens which he sold to J. L. Richardson. Mr. Ballard goes west into New Mexico, as far as Clovis and also into Oklahoma.

Mack Shipley of New Mexico is hauling wheat by truck to the elevator at 90c., also storing some of his crop here.

N. L. Tharp of near Pleasant Hill is

hauling wheat to this place. Wheat averages 12 to 20 bushels to the acre.

F. C. Hastings is doing some thrashing east of town. His wheat will average 11 bushels per acre.

E. B. Vassey and family of Odell, Texas is visiting his father, D. C. Vassey, also the Nichols family in Bovina.

NAZARETH

Rev. Father Justin and Andrew and Miss Katie Schoen went to Plainview and other places Sunday, returning home Tuesday.

Mr. and Mrs. Pat Connelly and family, Mr. and Mrs. John McGar and family, Mr. and Mrs. Frank Miles and

50 years of know-how

For over 50 years we have been making overalls.
The kind made for honest-to-goodness wear.

Two-Horse Brand Copper-Riveted Waist Overalls

have been the standard make for over 50 years. We could tell you all their good points and how they are well made, but, when we ask you to buy a pair at our risk, giving you

A New Pair FREE if They Rip you are protected in every way. Look for this Two-Horse Label and take no other brand.

Made by Levi Strauss & Co., San Francisco
Makers of Knickerbocker, Key Brand

To Live Happily

Live inside your income. Not until you have lived for a time outside your income do you fully realize this truth.

Make it a practise to save ten per cent of your income. You will then "live within your income"—AND LIVE HAPPILY.

FIRST STATE BANK & TRUST CO.

Our Deposits are guaranteed by the State Bank Guaranty Fund of Texas

USCO Users Stick
United States Tires are Good Tires

YOU can switch ordinary tire buyers from brand to brand.

But try to switch an Usco user. He knows, Usco Fabrics settle the tire question wherever they are tried.

Built to absorb punishment—and they do.

The big, rugged Usco Fabric is honest all the way through—no bargain streaks under the surface.

At the new prices especially—they are a great money's worth.

Where to buy U.S. Tires
H. L. RICE

family, Mr. and Mrs. George Eade and family, Mr. and Mrs. John Anderson and family of Plainview visited at the Paul Kern home Sunday.

Ms. and Mrs. Rickwartz were in U-barger Thursday.

Math Gerber was in Tulla Wednesday.

Paul Kern was in Plainview Saturday on business.

Mr. and Mrs. Sam Webb and Jim Webb of Dimmitt were in Nazareth Saturday.

Mr. and Mrs. Frank Huseman and family visited at the W. Litsch home Sunday.

Mr. and Mrs. Joe Albracht and Mrs. John Heiman and daughter, Eleanor were in Amarillo Saturday.

Simon Braddock was in Hereford Saturday.

Miss Jole Brockman spent Sunday with homefolks.

Mr. and Mrs. Phillip Acker and Miss Ida Behrens went plumb picking at the Canyons Friday, returning home Saturday.

Frank Annen was in Tulla Friday.

Charlie Huseman was in Tulla Monday, hauling lumber for the school.

Baseballism isn't so bad after all. Surely not, after enjoying such games as was played here Sunday, in our game with Kress, et al (Plainview).

The perfect pitching by Patton, up until the seventh inning, was a real come-back of his younger days, then he gave way to sickness on account of the sweltering sun.

And surely our local twirler, Andrews, relieved him with splendid work so who will we blame for the loss of this game. It wasn't the home run by Hechtling, of course not, and the infield was perfect. We can't blame the outfield either, because it is hard to judge when it is so windy.

We all know, though, that the scorekeepers went to sleep and were dreaming so nice of how fishing would be on such an evening as Sunday was. And

awoke in a real bawl-up, so that 8 to 9 score was given to that Kress-Plainview bunch as a favor only.

We still claim to have the best amateur team on the Plains, provisions of course. And the best umpiring staff in West Texas. Come and see once. You are welcome.

I am still located in the Cockrell Building, next street west of Main Street. I do all kinds of Plumbing and Windmill Work.
Phone 317.
Horace Sullins

TIME TO USE WANT ADS

PENNSYLVANIA LAWN MOWERS

Their best advertisers are the many satisfied users in Hereford.

There is nothing better than a Pennsylvania.

The C. O. Lee Hardware

Low Mortality

For our customers, is our aim. We believe it is easier to hold a customer than to hunt up a new one. You want service—we want to please you. In the near future we will be prepared to furnish your car with gas and lubricants; store it by night, week or month—in fact, fill all your needs. Watch for further announcements.

Beavers Bros. Garage
Authorized Dealers for Dodge Cars

To Live Happily

Live inside your income. Not until you have lived for a time outside your income do you fully realize this truth.

Make it a practise to save ten per cent of your income. You will then "live within your income"—AND LIVE HAPPILY.

FIRST STATE BANK & TRUST CO.
Our Deposits are guaranteed by the State Bank Guaranty Fund of Texas

HOME SWEET HOME

Oscar, Be Your Self—Argue Your Point

Terry Gilkison

AUTOCASTER

OSCAR I WISH YOU WOULD MOW THE LAWN AND FIX UP THAT BROKEN SCREEN RIGHT AWAY



ALL RIGHT OLLIE, I'LL DO IT

AND I'VE GOT SOME NEW CLOTHES



THAT'S RIGHT YOU DO - WHY DON'T YOU GET YOU SOME?



I WANT YOU TO TAKE ME TO THAT MAGICAL AND TO THE LITERARY LECTURE NEXT WEEK!



YES DEAR - WHAT EVER YOU SAY!

LOOK HERE OSCAR HALL! THERE'S SOMETHING WRONG. WHAT HAVE YOU BEEN DOING THAT YOU SHOULDN'T HAVE?

FUTILE TASKS



COUNTING THE POINTS IN A PENCIL

Local Happenings

H. B. Roberts made a business trip to Amarillo Monday.

Mrs. G. A. F. Parker went to Amarillo Monday morning.

D. F. Ashbrook went to Amarillo on business Tuesday morning.

Miss Nellie Parmer went to Cleardon, Texas Tuesday morning.

Mr. and Mrs. O. C. Schlenker of Bovina were in Hereford Thursday.

W. McCullum made a business trip to Beerville, Texas Tuesday morning.

Mr. and Mrs. Frank Hill returned to their home in Marietta, Okla., Monday morning.

Alex Lowry of Logan, Kansas reached Hereford Tuesday morning. Mr. Lowry is here on business.

Get your ice cream at Prewitt News Stand after church Sunday.

Misses Cathrine and Mary Sharp, sisters of Rev. J. R. Sharp, left Monday morning for Denver, Colorado.

Mr. and Mrs. G. A. Harris reached home Monday morning from their vacation trip to California and Missouri.

Miss Lida Ash returned home to Canyon Tuesday morning, after a visit in the home of her mother, Mrs. Noah F. Rogers.

Miss Mary Shackelford left for Farwell Monday morning. Miss Shackelford was visiting her sister, Mrs. M. D. Fincher.

Mr. and Mrs. G. M. Jenkins of Dallas are expected here this week. Mrs. Jenkins is a daughter of Mrs. E. J. Williams.

Mrs. W. E. White left Tuesday morning for her home in Woodward, Okla. Miss White visited in the home of her sister, Mrs. D. C. White.

Mrs. S. F. Hamlin left for Amarillo Tuesday morning. Mrs. Hamlin has been staying with her daughter, Mrs. O. L. McKee of this city.

See Norton and Powelson about their 14c Franklin Vaccine.

Mrs. T. L. Campbell and daughter of Amarillo reached Hereford Saturday morning and are visiting friends, Mr.

and Mrs. B. F. Fulkerson.

Mrs. Frank Brown of Prescott, Arizona, reached Hereford Saturday morning and is visiting her two sisters, Misses Pauline and Billie Halslip.

Miss Beulah Wright of Las Vegas, N. Mex., reached Hereford Monday morning. Miss Wright is visiting her sister, Mrs. Ralph Barnett, and family.

W. A. Knox left Hereford Saturday morning for San Antonio, Texas. Mr. Knox was called to San Antonio by the illness of his sister, Mrs. Bertha De Fioe.

Mrs. Jake Acker and little daughter of St. Francis, Texas reached Hereford Tuesday morning and is visiting in the home of her father, John Bell, in Dimmitt.

Misses Irene Tidenberg and Mary Lou Roberson reached Hereford Saturday morning from Boulder, Colorado, where they have been attending the state normal.

Prewitt News will save you the trouble of sending your subscriptions in.

Miss Fern High returned to her home in Canyon Monday morning. Miss High will teach the coming school year at district number 5, a consolidated high school.

Mrs. W. F. Ashley and daughter of Vernon reached Hereford Saturday morning. Mrs. Ashley is visiting in the home of her daughter, Mrs. Guy Hamm and family.

Mrs. M. A. Stewart left Hereford Saturday morning for Lorenzo, Texas. Mrs. Stewart visited in the home of her nephew, Otho Beene. Mrs. Stewart is from Hamlin county.

Mr. and Mrs. Edgar Webb of Denver, Colorado, reached Hereford overland Monday night and are visiting Mr. Webb's parents, Mr. and Mrs. H. B. Webb, and brother, Tom Webb and family.

Besides retailing, we wholesale and deliver, day or night, gas, kerosene, lubricating oils, greases. Special attention to tractors and threshers. Day phone 341, night 231. 54-4t Service—U—Like Station.

George Parker and grandmother, Mrs. W. L. Wilson of Austin, reached Hereford Sunday morning. Mrs. Wilson is visiting in the home of her daughter, Mrs. G. A. F. Parker, and family.

Mr. and Mrs. R. D. McCord left Monday morning for their home in

in Camden, Tenn. Mr. and Mrs. McCord visited the past month in the home of their nephew, J. B. McCord and family.

Mrs. D. C. Weymouth and two grandchildren of Amarillo reached Hereford Tuesday morning. Mrs. Weymouth and grandchildren will visit relatives near Dimmitt in the home of C. B. Kilgore.

Mr. and Mrs. J. F. Hill left for Claude, Texas Monday morning. Mr. and Mrs. Hill have been visiting in the home of their son, J. E. Hill. Mr. and Mrs. Hill are enroute to their home in Palacios, Texas.

We are strictly pushing the produce business. Watch our test on cream and our prices on eggs and poultry. Hereford Produce Co. I. H. Spratt.

Mr. and Mrs. Joe Flinner of Leavenworth, Kansas reached Hereford Saturday morning and are visiting in the home of their niece, Mrs. B. A. Schultz, and family. Mr. and Mrs. Flinner left Hereford Monday for San Bernardino Calif.

Mr. and Mrs. L. E. McBride and four children of Dallas reached Hereford Sunday and visited in the home of Mrs.

McBride's mother, Mrs. E. J. Williams. Mr. McBride returned home Monday. Mrs. McBride and children will remain in Hereford several weeks.

Misses Lillian Tannehill of Hollywood, Calif., and Elizabeth Boyce of Amarillo reached Hereford Tuesday morning from Amarillo. Misses Boyce and Tannehill will visit in the home of relatives, Mr. and Mrs. J. E. Ferguson.

Troop I, Hereford, Texas Boy Scouts of America

All Scouts and boys of Scout age are urged to attend meeting Monday night, August 6, to make plans for a two day hike. Meeting starts promptly at 8:00. Rev. J. R. Sharp, Scout Master.

Mrs. J. H. Bowers and son, Wayne, of Siloam Springs, Arkansas, reached Hereford Sunday morning and are visiting in the home of Mrs. Bower's daughter, Mrs. W. E. Dunlap, and family. Mr. Bowers is in the gulf coast country.

Samuel Galbreath and family of Gould, Oklahoma reached Hereford Sunday enroute from the mountains near Las Vegas to their home. Mr. Galbreath and family visited relatives, Mr. and Mrs. J. L. Ramsey and Mr. Galbreath's brother while in Hereford.

Mr. and Mrs. R. T. Vaughn left Hereford Tuesday morning for Snyder and Cisco, Texas, where they will visit relatives.

atives. Mr. and Mrs. Vaughn live at Blinn, Texas and enroute home they visited in the home of Mr. and Mrs. J. H. Head in Hereford. Mr. Vaughn is a brother of Mrs. Head.

Piano At a Big Discount

A piano of fine quality left on our hands in public warehouse will be sold at once. No reasonable offer of price and terms refused. Write today for full information to The Knight-Campbell Music Co., Denver, Colorado-53 55 57

Emmett Shreve reached home Saturday from Newport, Texas. Mr. Shreve is again with John Jacobsen in the Blacksmith shop.

Take advantage of Hereford's Dollar Wednesday—every Wednesday.

W. AND H. WALKER CO.

Chemists & Perfumers
Established 1837

A full line of extracts, toilet articles, laundry soaps and powders, etc., everything you need about the home.

A. C. LUTHER, LOCAL AGENT

We Grow in Experience

As we grow in years. Experience is teaching the Farmer and Stockman of the Southwest that diversification pays.

Chickens, Hogs and Milk Cows will make industrious farmers a living and the money crop, when it comes in, is clear of any lien for living expenses. Let us profit by Experience.

The Western National Bank

Threshing COAL

You will need a good quality of coal for this purpose as it will burn more freely and will last longer. You don't have to wait for the engineer to get up steam.

Our special price will apply on this coal as well as for storage purposes for the household for the present, though the price is advancing 25 cents per month and we are below the present price level.

Coal is Cash.

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

Bring Us Your Cream

We pay the highest price. Give you the highest test. Pay Cash for all the cream you bring us at the H. D. REED GROCERY.

Mistletoe Creameries
H. D. REED, Agent
Phone 249

PURINA

Purina Chows

We have just unloaded a car of PURINA CHOWS and can furnish you with any kinds of feed you might need;

REMEMBER, this is the time of year to feed your hens to make them molt properly and get them ready for winter laying and in shape for the POULTRY SHOWS.

NOTHING WILL DO THIS BETTER THAN PURINA CHOWDER. Come in, let's talk it over and give you one of our Poultry books. It will mean money to you this fall and winter.

Jones & McLean Grain Co.
Headquarters of PURINA CHOWS

PURINA

New Shoes Galore!

We are receiving large shipments almost daily of the finest lines of Women's, Men's and Children's Shoes ever shown here. This fine foot-apparel is included in our

Big Clearance Sale

which is now in full blast and gaining momentum daily

WE ARE BUSY

every day and making new friends and customers steadily.

An Inspection of Values and Prices offered In this Sale will Open Your Eyes!

FOX
Mercantile Co.