

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

21st YEAR, NO. 51

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, DEC. 20, 1921.

HOGS AND CHICKENS AND TURKEYS, TOO!

LOT OF CASH TURNED OVER TO FARMERS

LOCAL FEDERAL FARM
LOAN ASSOCIATION
DEVELOPS

\$181,700.00 IN 1921

Grand Total of \$804,425.00
Loaned in This Com-
munity to Date

Secretary J. Frank Potts of the local Federal Farm Loan Bank Association Tuesday gave The Brand some figures on the work of his organization to date that are cause for thought and study.

Mr. Potts states that the entire closed loans of the association since its organization reach the large total of \$804,425. New loans approved in the month of November alone amounted to \$44,100. Loans aggregating \$25,000 were inspected last week. A total of \$112,000 in loans have been closed since the last of May. Including an inspection of \$25,000 now pending, a grand total of loans made for the year 1921 to date is shown of \$181,700.

Nearly \$182,000 in cash turned loose in this community the past year has been of material benefit in holding up business conditions and indicates what the Federal Farm Loan bank act means to farmers the country over who are energetic enough to band themselves together and avail themselves of its privileges.

Next Luncheon is Postponed Until Monday, Jany. 2

Monday's luncheon of the business men was devoted to a discussion of the details of the coming swine convention and poultry show. A number of details were threshed out. Captain Morris of the local National Guard company was present, explained the status of his company at present, and asked for the support of the organization, which was promptly voted.

There will be no luncheon next Monday, owing to the holidays, but the regular meeting will be held again on Monday, January 2.

McGHEE SAYS BIG MASONIC MEETING AT WACO, TEXAS

C. M. McGhee, local representative of the Masonic lodge at the state meeting of the Grand Lodge at Waco, reached home last Friday. The Grand Lodge was in session three days and the Committee on Work five days. Mr. McGhee was delayed afterwards owing to illness.

He reports a tremendous meeting and much enthusiasm.

HOMER WILKINSON LINING UP FOR BUSINESS IN 1922

Homer Wilkinson made a business trip to Oklahoma City Tuesday, expecting to be back in time to spend Xmas with his family. Mr. Wilkinson is arranging his business affairs for the new year with the Ford headquarters in Oklahoma City.

CLARAGE FALLWELL SAYS PANHANDLE BEST AFTER ALL

Mr. and Mrs. Clarage Fallwell and two children arrived in Hereford the latter part of last week from Lewiston, Idaho, for a visit with relatives. Clarage says he believes he likes the Panhandle the best after all.

D. C. LAIRD GOES TO TEXAS POINTS BUSINESS AFFAIRS

D. C. Laird left Hereford Monday for Sherman, Fort Worth, and other Texas points on a combined business and pleasure trip. While away he will visit his mother and brother in Fort Worth, returning home for the holidays.

THIS FARMER WELCOMES TRAMPS



William James, a Strathmore, Calif. farmer was once a tramp. He settled down, now has a profitable farm and sympathizes with the hoboes. He will give them a meal and a bed if they are willing to do a little work. Wonder what will happen when the I. W. W. hits him and burns down his barn, or something?

Churches and Schools Beginning Annual Round of Entertainments Celebrating Christmas Holidays

Christmas church, school and civic activities get under way this week and will continue through to the New Year. The Community Christmas Musicale final rehearsal, under direction of Miss Mattie Swisher, will be held at the Christian church at 7:00 o'clock on Thursday night of this week. The Community effort appears at this stage to be the best yet offered and the music lovers of the city are promised a rare treat. Perhaps special mention should be made of the male choruses to be heard this year, something that has not been offered heretofore.

A special program will be given at the Central school building Thursday afternoon, December 22, at one o'clock and the Christian church will hold a White gift service and Christmas tree on Christmas Eve. Programs announced are as follows:

**Program—Central School Building
Thursday Afternoon, December 22
One O'Clock**

All the Parents and Friends Invited.
Hark The Herald Angels Sing.
Joy To The World.

By School.
Isiah 9:3 and Luke 2:8-14—by School.
Merry Christmas—Five 5th grade pupils.

"Darning the Christmas Stocking"—
Two Sixth Grade boys.

"If You're Good"—Song by First Grade.
Reading—Lilla Mae Smith.

Christmas Acrostic—Five Second Grade girls.

"Once Upon a Time"—Solo—Pauline Fertsch.

"Peace On Earth"—Twelve Second Grade pupils.

"Silent Night"—by School.
"Christmas Shopping"—Bart Sisk.

"Gifts for the Christ Child"—Four Fourth Grade pupils.

"Christmas Everywhere"—Erl Marie Flister.

"Christmas Bells"—Song by Primary Grade.

"The Story of the Bells"—Four Fourth Grade girls.

Reading—Ardelle Foster.
"A Christmas Song"—Second grade pupils.

"Gifts for the Christ Child"—Four Fifth Grade pupils.

Christmas Carols—by school.

**White Gift Service and Christmas Tree
At the Christian Church**

Beautiful decorations, soul-stirring music and appropriate costumes will characterize the program to be rendered by the Christian Church Sunday School on Christmas Eve. The church will be so decorated as to present a veritable fairyland. The costumes are all in white, carrying out the idea in the beautiful legend of Cothay. The second chapter of Luke will be given in pantomime with colored lights thrown on the various scenes incident to the birth of the Christ-child.

Following is a partial program. Much cannot be given, but remains to be seen.

Christmas Chimes.
Christmas Bells—by chorus.
Invocation.
Acrostic by eight boys.
"The Christ Child"—Solo and Chorus.
Recitation—Allan Gilbreath.
Falling Snow-flakes—by class of girls.
Dialogue—"Why the Star"—Erl Marie and Ardelle Foster.
The Angel Chorus—by Chorus.
Bells of Christmas—by class of girls.

J. C. Winter Drops Dead On Top Feed Stack

J. C. Winter, past middle age, formerly of Walters, Okla., died presumably of heart failure, about 3:30 o'clock Monday afternoon on his ranch fifteen miles northwest of Hereford. Mr. Winter was stacking bundle feed and in reaching for a bundle suddenly toppled over and rolled from the stack. Dr. Gabbert responded to an emergency call but arrived too late to be of assistance. Funeral arrangements had not been definitely decided upon Tuesday afternoon. Mr. Winter was a widower, but a son, B. A. Winter, of Albuquerque, N. Mex., wife and two children arrived Tuesday morning. Mr. Winter came to Hereford last spring and purchased the old Montgomery ranch property from Shore Bros.

This Lecturer is Up-to-the Minute About Stage Work

Did you ever hear of a "Balopticon"? Would you know star clusters if you saw them?

Did you ever see the picture of the tongue of a butterfly?

Did you ever see the organisms of a drop of water under a microscope?

When you hear Will Arthur Dietrick's great lecture, "The Immensity of the Universe," which is to be given here on the evening of December 27 at Central School Auditorium, you will be better informed on the foregoing questions and hundreds of others which you probably would like to ask concerning the wonders of the universe.

Mr. Dietrick popularizes modern science. He strips it of all tedious technicalities, enlivens his data with humor and beautiful illustrations, and holds his audience spellbound until the last one of nature's wonders is flashed on the screen.

Mr. Dietrick has a most unique method of presentation. He goes into camp on the platform with "tarp," "stoppie," and "cook-ki," the same outfit he used in scientific research in four countries. He projects these wonderful views which he has collected from all corners of the earth on the "Balopticon." He explains the pictures and talks in most fascinating style of the wonders of God's universe. Mr. Dietrick carries his own complete outfit of apparatus, including lantern, screen, operator and all mechanical appliances.

THREE MORE CARS HOGS SHIPPED TO LOS ANGELES, CALIF.

Tuesday morning three more cars of hogs were shipped from Hereford to Los Angeles, Calif. The shippers this time were Fuqua & Harper and the hogs had been collected from Claude, Memphis, Newlin and other Panhandle points.

GRAIN BUYER HAS PURCHASED MANY CARS STUFF HERE

C. T. Wallace, representing the C. E. Parks Grain Co., to date has loaded and shipped between fifteen and twenty cars of sorghum, cane and sudan seed from this vicinity. Mr. Wallace states that the seed goes to east and south Texas, ment in that locality.

ENTRIES COMING IN FOR HEREFORD'S FIRST POUL- TRY SHOW, JANUARY 17-18

MANY VARIETIES WILL OCCUPY COOPS AND TUR-
KEY SECTION PROMISES TO RIVAL CHICKENS.
COOPS ARE BEING MADE HERE

SWINE BREEDERS ARE VERY ACTIVE

Secretary Lewis Writes Program Will be Announced With-
in Very Few Days. Picture of Recent National Swine
Show to be Feature of Coming Convention

WILL WED PRINCESS



Above is a new portrait of Vis-
count Lascelles, who is engaged to
marry Princess Mary, of England.

ELIJAH J. MILES WEDS MISS BEU- LAH FUNDERBURG

Elijah J. Miles and Miss Beulah Funderburg were united in marriage last Thursday night by the Rev. J. N. Wooten of the Christian Church, the ceremony taking place at Rev. Wooten's home.

The groom is the son of Mr. and Mrs. E. Miles and the bride the daughter of Mr. and Mrs. J. I. Funderburg, both of this city. The happy couple will make their home on the Truman Hines ranch near Nazareth. They left for their future home immediately after the ceremony.

FRED SKELTON IS BACK FOR CHRIST- MAS WITH FOLKS

Fred Skelton, brother of C. A. Skelton and former business man here, reached the city Monday for a holiday visit with his brother and sisters. Fred is now living at Corsicana, Texas, adjoining the Mexia oil field and says there is plenty of money and excitement in that locality.

If the entries for Hereford's first Poultry Show, January 17-18, increase as the show dates come closer in proportion to the way they have started, then this particular show will be a cracker-jack for the first effort.

Entries are being made at The Brand office daily. Among them to date are a pen of black Wyandottes, a pen of Columbia Wyandottes, two pens of White Wyandottes, a pen of Light Brahmas, three pens of Buff Orpingtons, one pen of single combed Reds, one pen of Rose Combed Reds, two pens of White Leghorns, two pens of White Cornish, and a turkey entry of a Tom and ten turkey hens.

This is but a starter and at least fifty pen of chickens, not including turkeys and other domestic fowls, are expected. An effort is being made to raise cash prizes for the winners in each variety. In addition the usual ribbons will be distributed.

For the information of all interested it will be well to state that Lee Biggs is general chairman of the show. N. C. Vogele, secretary, with the secretary of the Chamber of Commerce cooperating with these two. Any one of these three will be glad to receive entries and give any possible information. At first it was determined to use the Amarillo coops, but later this decision was changed and good, strong wire coops are being constructed at home. The Show will be open to the world and free to all. The idea of it all is to let people see what good poultry there is already in this country, and to incite interest in more and better poultry.

Messrs. Biggs and Vogele attended the Plainview Poultry Show last week and absorbed all the information they could that will be of use in managing the Hereford Show. Over 3,000 birds were entered at Plainview and the committee was enthusiastic over the kind and quality of the fowls on exhibition. Plainview started less than seven years ago just like Hereford is starting now. And the Plainview poultry crop in 1921 rivaled her wheat output in value.

The Swine Show
Secretary Lewis of the Panhandle Swine Breeders Association, which holds its convention here on January 17-18, writes the Hereford Chamber of Commerce as follows:

"In regard to our meeting which is to be held in your city Jan. 17-18, I wish to say that we are getting along nicely with our arrangements, we will be able to announce our programme within a few days.

"We have requested the moving picture films of the recent National Swine show, also several other movies of prominent breeding herds, I am sure we will get them.

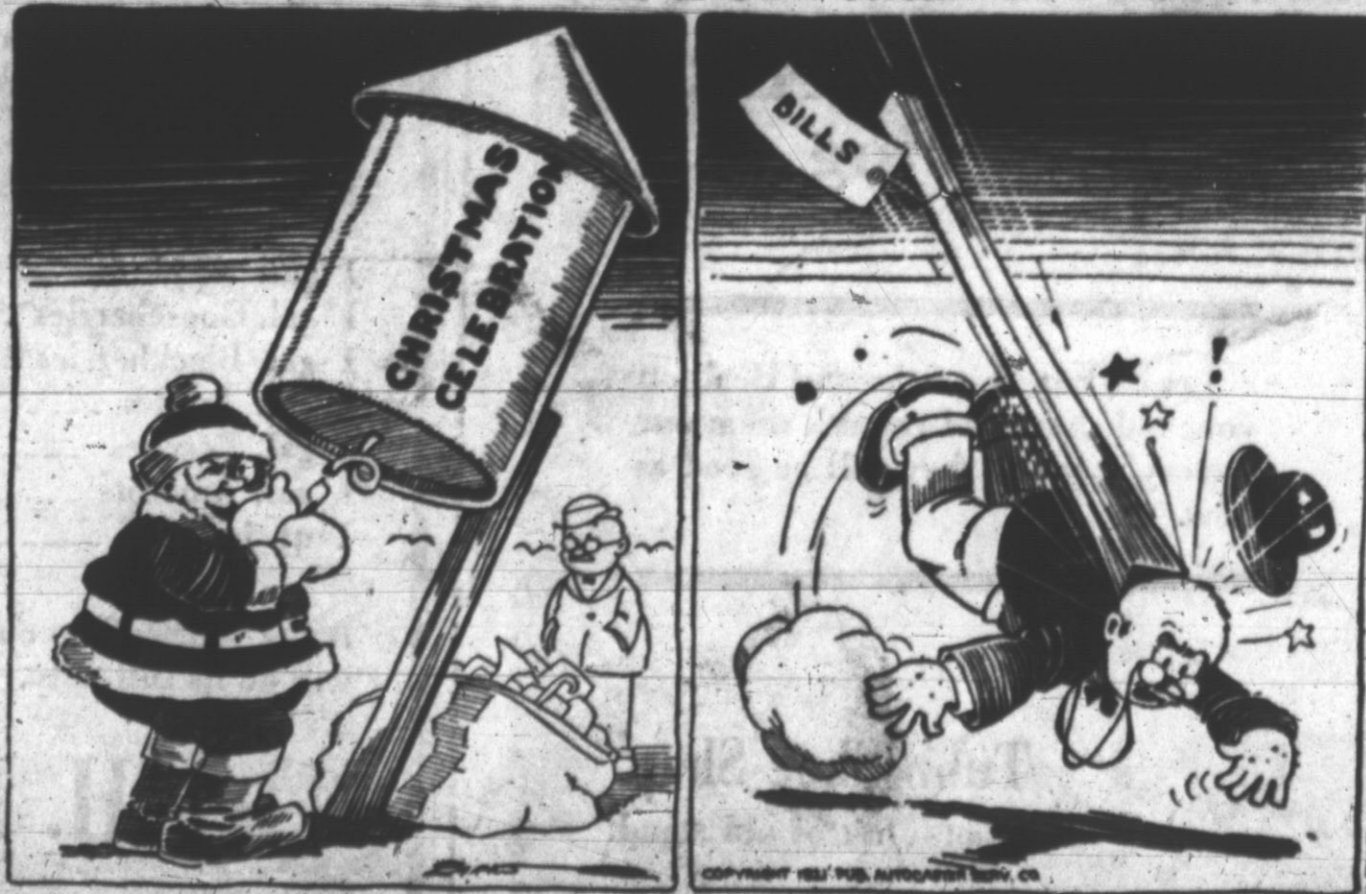
"We have secured as speakers many prominent men throughout the country, and every effort will be made to interest the people in pure-bred swine, then we will have competent speakers to cover every phase of the industry, including the selection of breeding animals, feeding and developing of the breeding herd, selection feeding and developing a show herd, and many other subjects of vital importance to farmers and stockmen.

"We will then offer for sale at public auction about 50 head of registered bred sows, all breeds, consigned by members of this Ass'n., and including the tops from many herds of this territory."

HEREFORD BENEFIT NO. ONE'S ANNUAL ELECTION OFFICERS

A meeting of Hereford Benefit Association No. 1 was held in the office of Ashbrook & Ireland at 2:00 p. m. Tuesday afternoon. The meeting was called to order by President J. H. Head. Election of officers was gone into showing the following results: J. H. Head, president, W. S. Higgins, vice president, W. W. Bennett, secretary, Claude Ricketts, treasurer. The old board of directors were reelected.

THE WELL KNOWN STICK



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Society

Mrs. Price and Mrs. Ferguson Entertain

A delightful pre-nuptial affair for Miss Elizabeth Oberthier was a miscellaneous shower with Mesdames P. W. Price and J. E. Ferguson as hostesses, at the home of Mrs. Price on Friday preceding the marriage ceremony.

The guests, about thirty in number, all intimate personal or club friends of Miss Oberthier, were asked to bring their Christmas needle work and spend a social hour with the beloved bride-elect before her departure for the new home in a distant part of the state.

Mrs. J. E. Ferguson, in rhyme, announced the discovery of the end of the rainbow and the recovery of the treasure found there and that the discoverers were then returning with the treasure and interactions on whom it was to be bestowed. Almost immediately following the words two small khaki clad travelers entered, bearing between them a large basket overflowing with gifts which they deposited in front of the honoree. These tiny discoverers, whose exploits surpassed those of Dr. Cook, in finding the unknown, were little Misses Nancy Conkright and Virginia Bruner. The gifts were all useful and beautiful and varied in their character.

Nimble fingers and merry conversation made the afternoon pass only too quickly. Before their departure the guests of the afternoon were served dainty refreshments of tea, sandwiches, pickles and cheese balls.

A Pre-Nuptial Dinner

One of the most elegant and enjoyable social functions connected with the Lawrence-Oberthier wedding was the dinner given Wednesday evening for the bridal party, the bride's family and the house party by Mr. and Mrs. Seth B. Holman and Mr. and Mrs. P. W. Price at the home of Mr. and Mrs. Holman. The rooms were beautiful with blooming plants and trailing vines as decoration. In the dining room and in all the table decorations a color scheme of pink and lavender, interspersed with feathery green was used. In the center of the dining room, from a table exquisitely decorated and lighted by softly shaded candles, Mesdames J. E. Ferguson and Albert Herbst served coffee and tea. At a side table Mrs. Holman served creamed oysters from a chafing dish and from another table Mrs. Dyer served a salad. Other viands, fried chicken, olives, pickles, hot rolls, and date pudding with whipped cream, were served from the buffet, the guests assisting in the serving; after which they found their places by means of dainty place cards at the five small tables beautifully prepared for the occasion, with their exquisite linens, and shaded candles. The table for the bride and groom was indicated by two dolls dressed as bride and groom in a manner befitting their roles. No detail of dress was omitted, from the bride's veil and bouquet, to the groom's low cut vest with its two buttons, to the perfectly fitting swallow tail coat. The method of serving, the guests assisting the hostesses, dispelled all stiffness and formality, creating an atmosphere that put everyone at ease and contributed in no small measure to the toasts and songs during the remainder of the evening. Miss May Mounts gave a toast to the bride, Earl Gough to the groom, the Reverend Fennell and Evans Wood to matrimony in general; some of the witticisms and clever hits causing much merriment. Mr. Lawrence responded to the toasts to bride and groom, with a self possession that argues well for his future success on the platform. An unusual amount of musical talent was represented in the assemblage, and during the evening, number after number of old time songs, comic songs, popular songs as well as some negro spirituals and a beautiful solo by Mrs. Ben Allen, were enjoyed.

Those enjoying the evening's hospitality, besides the two guests of honor, were Mr. and Mrs. Earl Q. Perry, of Plainview, Mr. Evans Wood and the Reverend Fennell of Paris, Texas, Mr. Adams of Plainview, Mr. and Mrs. F. H. Oberthier, Sr., and daughter, Frances, Mr. and Mrs. F. H. Oberthier Jr., Mrs. Ben Allen, Mr. and Mrs. Albert Herbst, Mr. and Mrs. C. H. Dyer, Mr. and Mrs. J. E. Ferguson, Mrs. Roberts, Misses May Mounts, Grace Skelton and Alice Johnson and Messrs. Earl Gough and Vivian Stambaugh.

Lawrence-Oberthier

Never have wedding bells rang more merrily, or a more beautiful wedding been celebrated in Hereford than the one on last Thursday morning when Mr. William Dewey Lawrence and Miss Elizabeth Oberthier took upon themselves the vows which united their destinies while life shall last, and seldom do a young couple launch their bark on the untried sea of matrimony with greater promise of calm waters and sunny skies. Miss Oberthier, the daughter of Mr. and Mrs. F. H. Oberthier, has grown

I WONDER WILL SANTY COME?



from childhood to womanhood in our midst and, it can be truly said, is loved and admired by all who know her. An accomplished musician, beautiful, the possessor of a winning personality, we are sure she will be as great a favorite in the new home to which she goes. The groom, Mr. Lawrence, is a resident of Paris, Texas, is a young man of sterling character, genial disposition, and has already shown marked ability in his chosen profession, the law. The acquaintance of these young people began when both were students at T. C. U. The acquaintance ripened into love and love into marriage.

The Oberthier home where the marriage was solemnized, was made beautiful for the occasion with southern smilax arranged in graceful profusion over doors, windows, arches and alcove where the gifts were placed. In the room where the ceremony took place an improvised altar made of massed green through which softly shaded lights gleamed, was rendered more beautiful by the white narcissus which flanked either side. From the altar a canopy of the green trailing vines was carried to the center of the ceiling from which was suspended a large bow of white malline.

Preceding the ceremony, Mrs. F. H. Oberthier, Jr., sang "At Dawning," by Cadman, and Earl Gough, "Mavis," by Harold Craxton, Mrs. Dyer accompanying. When under Mrs. Dyer's skillful fingers the sweet strains of the wedding

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Graduate Veterinarian

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That is what you get at The Dodge Service Station. We work all cars and guarantee every job. Prices in keeping with the times.

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Go To Church Sunday!

New Shoes for Xmas at Big Saving

Let Us Put New Soles and Heels on your old shoes and refinish them our factory way and they will be good as new.

Tubb Shoe Shop
2 doors west of old stand.

Cash

We Pay Cash for Cream, Poultry and Eggs.
Conklin Produce

march floated through the rooms, the two little fairy like daughters of Mr. and Mrs. C. A. Skelton slowly unrolled the coils of white ribbons at the foot of the stairway and carried them to the entrance near the altar, making an aisle through which the bridal procession passed. First the matrons of honor, Mrs. Earl Q. Perry, a life-long friend of the bride, and Mrs. Ben Allen, sister of the bride, the two little flower girls, Nancy Conkright and Virginia Bruner, in dainty white were followed by the ring bearer, Master C. J. Borden, also in white, and last the bride, radiant and beautiful in her happiness, leaning upon the arm of her father. At the altar they were met by the groom and his best man, Mr. Evans Wood, of Paris, Texas. The Reverend J. I. Fennell, also of Paris, Texas, with solemnity, dignity and simplicity, performed a marriage service unusual in its beauty and simplicity. The throng of friends pressed forward with good wishes and congratulations, after which they were ushered into the dining room where brick cream and cake were served. A feature of the dining room decoration was the magnificent "bride's cake" resting on a reflector in the center of the table, and surrounded by masses of violets, carrying out the school colors of T. C. U., violet and white. The cutting of the cake was watched with breathless eagerness, the fortunate man being Henry Cox, who secured the ring, the Reverend Fennell, the thimble, and Miss Elizabeth Black the needle, but this threatened misfortune was overcome when Miss Black was lucky enough to catch the bride's bouquet when it was thrown.

In number and beauty the presents were beyond description cut glass, silver, china, beautiful linens, as well as articles of household utility constituted a collection unrivaled at any previous marriage here and seldom seen elsewhere. The bride was gowned in dark brown satin erape with overdraperies of cream hand made lace. The girl was studded with emerald beads and touches of color in flame and blue. The exquisite bridal bouquet was cream roses and sweet peas, tied with white satin ribbon.

The bridal pair, accompanied by the best man, Mr. Wood, the Reverend Fennell, and Mrs. Ben Allen left on the east bound train at 10:50.

At Amarillo Mr. Wood was host at a beautifully appointed dinner for the wedding party. After a few days in Dallas and Ft. Worth, Mr. and Mrs. Lawrence will be at home to their friends at Paris, Texas, the groom's home.

PRISONERS ATTEND DALHART CHURCH

Sheriff W. T. Farr pulled an unexpected in Dalhart Sunday morning. About church time he unlocked the jail doors and told the boys to go to church. Going with them to the door he turned them loose, telling them to find seats among the audience. This action of the sheriff has caused considerable favorable comment among the citizens.

There are 10 prisoners in the Dallas county jail at this time and it is a difficult task for the sheriff and Deputy McQuitty to keep them supplied with reading material. It is asked that all who have old magazines or books call the sheriff's office, who will call for the

books and guarantee to return them in good condition. Keep this in mind, look up your old reading material, and call the sheriff.—Dalhart Texan.

There are nearly 12 miles from the highest mountain peak to the greatest known ocean depth.

Louis XIV of France had an income of \$4,000,000 a year.

Turner Sheet Metal Works
Plumbing—Roofing
All kinds of sheet metal work done.
Phone 31
B. F. Turner

Want To Look Your Best This Christmas?

One of our Made-to-Measure Suits or Overcoats is the answer.

Quality that gives faithful service. Makes a friend of every man who wears our Custom Tailored Clothes.

You buy Satisfaction when you buy our Custom Tailored Clothes. Their Quality never disappoints.

C. P. Ringer's Tailor Shop

Authorized Lamm Dealer

C. L. Armstrong, D. C.
Licensed Chloropractor in Oklahoma.
Office across St. from Star Theatre
Hrs. 9-12 Phone 808
1-5 Hereford, Texas

JUST 5 DAYS!

Time's short, folks!
Lots of nifty things to see here!
Everybody else is doin' it!
Join the procession and buy it at

Fox Mercantile Co.

Supply Your Christmas Table

from our well selected stock of Groceries and Meats

We handle all kinds of fresh and cured meats

We have space to mention only a few of the many good things we have for you and at prices that make them within the reach of all.

Read this list through

- | | |
|----------------------------------|---|
| 1 gal. Apple Butter ----- \$1.25 | 1 gal. Honey ----- \$1.60 |
| 1 gal. Gooseberries ----- \$1.00 | 1 lb. Pecans ----- \$.25 |
| 1 gal. Blackberries ----- \$1.00 | 1 lb. Brazil Nuts ----- \$.25 |
| 1 gal. Apples ----- \$.60 | 1 lb. English Walnuts ----- \$.35 |
| 1 gal. Peaches ----- \$.70 | Big lot Christmas Candies, Oranges, Apples, Lemons, at prices that are lower. Come and see. |
| 1 gal. Apricots ----- \$.70 | |
| 1 qt. jar Jam ----- \$.90 | |

Bring your cash to our store and make Holiday purchases where your money will do its full duty.

H. H. Halsell Grocery

The Hereford Brand

AD TUESDAYS AND FRIDAYS

Walter R. Holman, Walter R. Stockman, Hojman & Stockman, 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

POLITICAL ANNOUNCEMENTS

The following candidates authorize us to announce them for the office under which they are listed, subject to the action of the Democratic Primary: For Sheriff and Tax Collector:

Omer Baker
C. R. Smith

THANKS!

The Hereford Brand was very, very busy last week getting out two thousand copies of their paper to be used by a New York Company in advertising their cut service to country newspapers.

Such an honor is to be highly prized, and yet it is well deserved by the Brand. Editor Holman has labored long and faithfully to build up a fine newspaper in Hereford and the people of the town have stood well behind him.

The excellence of his newspaper is reflected in the town. Hereford is a clean, live little town and is progressive. Of course the newspaper did not do it all but it was one of the prime factors in building such a town.—Wheeler News Review.

HONEY PHILOSOPHY FOR 1921

A gentleman writing to the paper says that "if people would think a little more and talk a little less, it might be possible for them to feel that this is the best of all possible worlds." Well, perhaps the gentleman is right. But he's not practical. Human Americans enjoy kicking. They feel better after a spell of kicking. Feeling better, they work better. Kicking is an inalienable right of every free American; the man who never kicks at all is no American. Let 'em kick, brother! But we do wish there was a little more downright thinkin' in the skull.

SOMETHING FARMERS SHOULD READ

The farmer, being a business man—a seller of goods—he ought to advertise just as all other successful business men advertise. He, too, will be successful in that little business matter of winning bank accounts when he advertises liberally and intelligently.

But a first class way to find that "advertising doesn't pay" is to advertise unintelligently. One of our justly noted farm magazines prints two advertisements that illustrate this point clearly indeed.

John Smith, having ten very fine Holstein cows, and being nearly out of feed, ran this ad in his nearby town paper.

FOR SALE—Ten cows. Price reasonable. John Smith, Piedtown.

Then John sat down and waited. There was nothing arousing, or interesting, or attractive or appealing in that ad. Moreover, it didn't tell the facts that farmers wanting to buy cows wanted to know. A few letters came to John, every one of them asking ques-



Smiling?
Why certainly!

I have just taken out a **HARTFORD** Fire Insurance Policy with

M. F. BARBER
Insurance Agency
Office with Ralph Barnett.
Phone 50

tions. Some even desired what was the matter with the cows that he was trying to sell "reasonably." John had to write back answers to all the questions and then a few more letters came asking more questions. Meanwhile, the feed gave out and John had to sell in desperation for less than two-thirds the value to a neighbor who knew his predicament.

Our magazine editor says that Tom Jones put the following ad in his country town paper:

FOR SALE—Ten heavy producing Holstein cows five years old. Price \$100 each. Fresh in September. Forced to sell on account of feed shortage. Tom Jones, Peptown.

During the next three days Tom got several acceptances of his offer—right off the bat—providing the cows were as he represented them, of course. The farmers who read his ad didn't have to ask question. The ad told all they wanted to know and they accepted when the appeal was fresh in their minds.

Now, Tom's ad cost twice as much as John's—probably 50 cents more. But Tom got \$1000 for his cows, and John got only \$650 for his.

Unintelligent advertising may not

pay, but intelligent advertising always pays—ALWAYS.

AND THERE IS NOTHING HARD ABOUT IT. JUST WRITE AN AD THAT YOU YOURSELF WOULD LIKE TO READ IF YOU WERE LOOKING OVER THE ADVERTISING COLUMNS.

Don't be miserly with your words; in the long run they cost almost nothing. But don't waste them either, folks. Tom didn't.

COYOTES NUMEROUS IN HARTLEY CO.

The Commissioners' Court, while in session Monday, paid bounty on 129 coyote scalps at \$1.50 each, or a total of \$193.50.

This is about the average amount paid out each month during the winter for bounty on wolves in Hartley County.—Hartley Co. News.

Wild Geese Destroying Crops

It is reported that wild geese are so thick over in Briscoe county they are doing much damage to crops, and the farmers have to spend considerable time each day driving them away.—Plainview News.

Go To Church Sunday!

NORMAL MEMBER ATHLETIC ASS'N

The West Texas State Normal College took a long stride toward "Class A" standing in the athletic sphere when it was granted membership in the Texas Intercollegiate Athletic Association at a meeting held in Dallas last week.

Mr. D. A. Shirley, Chairman of our Athletic Committee, represented the Normal College, and he states that we are in the Association right now. This means that this season's Basket Ball and Baseball games for the Normal College will be played in the Association and will give the fans who are interested in athletics a chance to compare the Normal Buffaloes with other good teams of the State.

According to Association rules first and second year normal students cannot

"Say it with Flowers"

We specialize in Floral Designs and all kinds of cut flowers in season, also blooming plants and ferns. First class designers with life experience. Largest floral establishment in the Panhandle.

Amarillo Greenhouses
A. Alenius, Proprietor
Phone 1116. Box 101
46-tr Amarillo, Texas.

participate in Association games, but this will not weaken our teams since most of the best athletes here have college standing.

Since the West Texas State Normal College is now in the Texas Intercollegiate Athletic Association, it will be able to draw athletes from many of the high schools of the Panhandle with the assurance that they will gain recognition throughout the State should they take part in athletics here.

Coach Burton, after hearing that the Normal College was in the T. I. A. A.

said, "I firmly believe that we will have many of the graduates from the high schools this year in the training camp at the beginning of next season."

Calf Hide Worth Three Cents
Samuel Reynolds received his return from a good calf hide the other day and he had the magnificent sum of three cents. A two cent stamp and a one cent stamp. The hide was from a two year old calf.

We have heard of a number of stories about such transactions but now we have a true one.—Forgus Eagle.



Our office is open to visitors ALWAYS. But the week between Christmas and New Years we want EVERYBODY to come and see our table demonstrated. Also see the work of the Hereford X-Ray—it's great.

C. T. KIBBE, D. C.
Chiropractor

It Pleases Us to Sell Round Oak Stoves!

There is more than a generation of supreme service and satisfaction in every Round Oak.

GARRISON BROTHERS

Holidays

are here and that means holiday baking to be done. Fruits, nuts, and all the "fixins." These things remind you that nobody has the class of staples, nor the tempting "extras" that you want for your folks but your old Friends at the

IF IT IS SOMETHING GOOD TO EAT WE HAVE IT

The G. and R. Grocery
FRANK A. CYLES
HEREFORD, TEXAS

What a CHRISTMAS PRESENT This Would Make



A savings account in the First State Bank & Trust Co. would not only be one of the finest Christmas presents to give to a boy or girl, but it would start them out on the right road toward saving regularly—something that is very important to their successful teaching.

FIRST STATE BANK AND TRUST CO.

"Courtesy first" of Hereford "Safety always"

Bran—Shorts—Cake—Meal—Meat
Scraps—Tankage

All kinds of chicken feed

Loaded to the eyebrows. Phone your wants. We'll do the rest.

Jones & McLean Grain Co.
Phone No. 1

Children's Wages

One kilowatt of Current costs 18 cents and is equivalent to the work of ten men for one hour, or the work of one and one-third horses working for the same length of time. It will be seen from this that man power is the most expensive of all forms of power.

A child's time is worth 15 or 20 cents an hour. Then can you afford to have even children to do the work of a washing machine for 3 cents an hour or sweeping carpets for one cent an hour.

Let us do these and all other power drudgery for you. We sell labor saving devices and drive them for you.

Hereford Light & Power Company

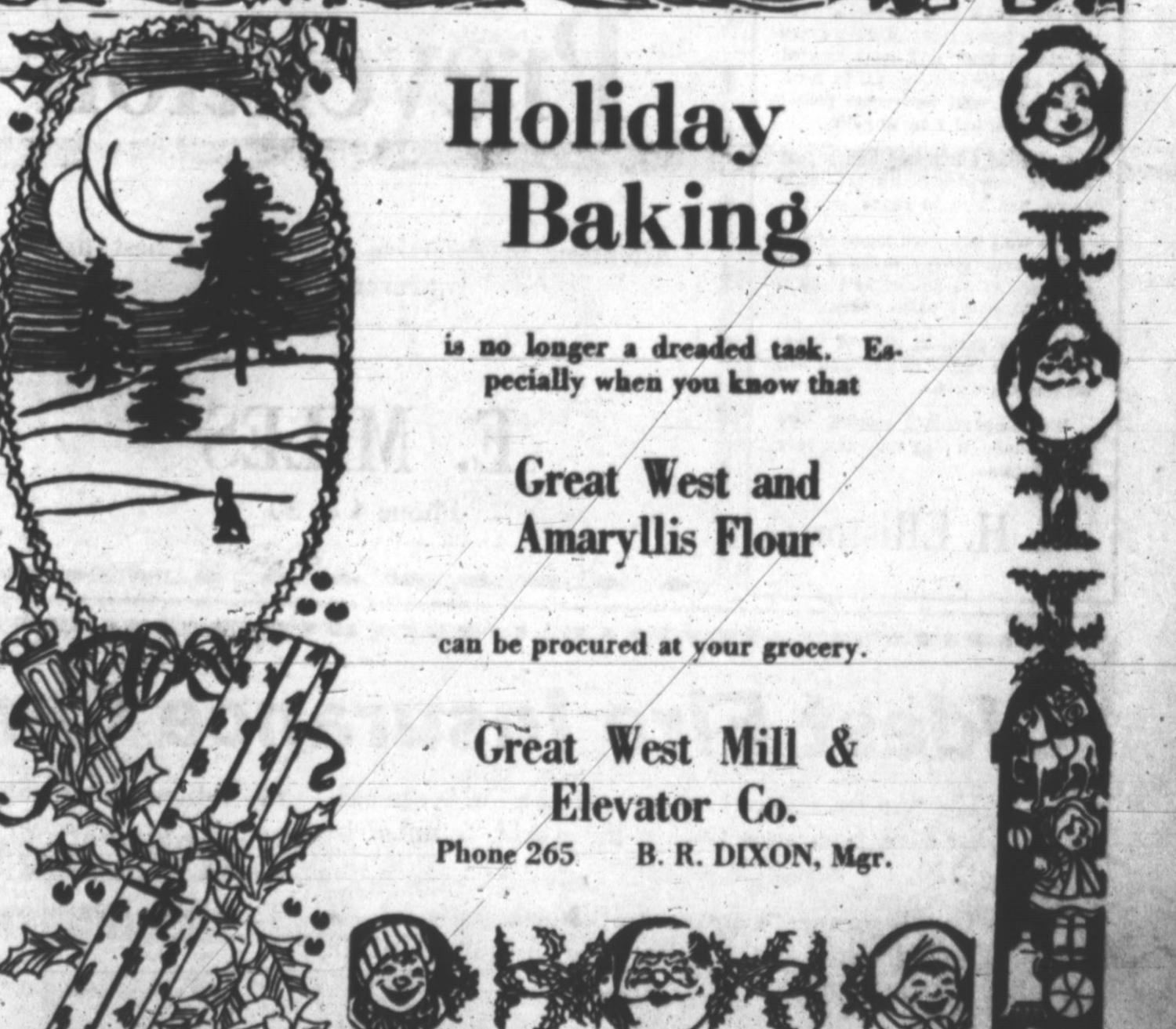
Holiday Baking

is no longer a dreaded task. Especially when you know that

Great West and Amaryllis Flour

can be procured at your grocery.

Great West Mill & Elevator Co.
Phone 265. B. R. DIXON, Mgr.



Educational Column

We are bound to be honest, but not bound to be rich. The public school will close Thursday evening for the holidays.

There will be an examination in spelling of one hundred words next Thursday in the High School. Those who make 100 percent will have their names in the next Educational Column.

L. M. Fertsch is expected home today (Wednesday) for the holiday vacation. Mr. Fertsch is a student in the State University at Albuquerque, New Mexico this year.

The Home Economics girls gave a splendid program in Chapel on Thursday morning, in the nature of a short play.

The boys and girls of the 6th grade in Mr. Hawkins' room, are preparing two large salt maps of South America, showing products of each state. Judges are to be appointed to decide whether the boys or girls constructed the better maps.

Our basket ball team of boys won their second game over Dimmitt on Friday. The game was played on the Hereford court.

Mr. and Mrs. Robt. Gollehon, Mr. and Mrs. Mark Cowart, Mrs. B. D. Woodlee and Mrs. Chas. Marps, all of Dimmitt, attended the basket ball game last Friday evening.

The Column is glad to report that Miss Mary Lou Robinson, who has been quite ill for the past three weeks, is improving. Miss Robinson teaches one division of the 5th grade.

The following pupils made 100 percent in spelling every day last month: E. V. Miller, Roy Smith, F. J. Williams, Pauline Fertsch, Louise Jacobson, Gladys Stallins, Agnes Vaughn, Genevieve Weaver. This grade is taught by Mrs. G. F. Parker.

Most of the teachers in the public school, who do not reside in Hereford, will spend the holidays in their respective homes. Miss Reed will go to Blum, Texas; Miss Williamson to Medina, Texas; Mrs. E. B. Ezell to Norman, Oklahoma; Messrs. Blocker and Previtt to Hall's, Texas; Miss Bell to Hedley, Texas; Miss Frieble to San Angelo, Texas. Misses Swisher and Livingstone and perhaps a few of the other teachers will remain in the city.

Clyde Carroll, a member of the Senior Class, has been quite ill, and out of school for the past three weeks. It is hoped that Clyde will soon be well and with us again.

This week closes our fourth month of school.

The Senior Class received their pins and rings last week, that they had ordered.

We are sorry to lose Earl and Eldon Funk from our school. The boys have returned with their parents to their former home near Des Moines, N. Mex.

Ireland is to be a free state. It will sustain about the same relation to the British Empire in the future that Canada does at the present time. This seems to be a happy settlement, after seven long centuries of discord.

The Armenians again are in terror of the Turks and are fleeing by thousands from their homes in Cilicia, Asia Minor. The reason is because France has made a new treaty with Turkey, and is now withdrawing her troops from Cilicia.

The Armenians have reason to fear that, with the French troops gone, the Turks will fall upon them and massacre them.

Five things observe with care: Of whom you speak, to whom you speak and how, and when, and where.

As well have no time as to make no use of it.

Emma Jean Donald has been out of school the past few days because of illness. We have missed Emma Jean greatly as she is one of our best pupils in the 3rd grade.

Arizona is represented by the 48th star on our flag.

Science tells us that not a sound has ever ceased to vibrate through space; that not a ripple has ever been lost upon the ocean. Much more is it true that not a true thought, nor a pure resolve, nor a loving act has ever gone forth in vain, for they have all gone into the solid structure of character that is eternal.

Thomas A. Edison was once asked why he was a total abstainer. He said, "I thought I had a better use for my head."

To everyone who reads this Column: we wish you a Merry Christmas and may the New Year be happy and prosperous.

From Neighboring Towns

JOEL

Mr. Ed Botts is on the sick list. Mrs. Wm. Negelme spent the day Saturday with Mrs. J. L. Park, while Mr. Negelme took the children to town to see Santa Claus.

Mr. and Mrs. G. L. Sharp are to go to Amarillo Wednesday to meet their son, Orion, who is attending school at Clarendon, and is coming home for the holidays.

Rev. Sharp filed his appointment here Sunday afternoon. He was accompanied by his wife and Miss Velma Reed, science teacher in the Hereford school.

We have a few nimrods in our neighborhood.

horhood, who lured by the reports of his game being in the straits, hid themselves away on Wednesday. We were expecting a big neighborhood gathering to help eat the ducks and crane to keep them from spoiling and rejoice with them over the number of eggs skins taken. They came in Thursday night with one jack rabbit, to their credit and that we have been told, was shot near home.

Mr. and Mrs. Frank Miller, of Okje, home City, came Saturday to spend the holidays with their daughter, Mrs. Lewis Smith. Mr. Smith went to Amarillo to meet them.

School will close Thursday for the holiday vacation. Mr. Earl Clements, the teacher, will spend his vacation at his home in Sweetwater, Texas.

The program is to begin promptly at 7:30 Christmas Eve.

Progressive Avenue Literary Christmas Program Dec. 23, 7:30

Jesus a little bit of feller—I remember still—
Use to almost cry for Christmas, like a youngster will.
Fourth of July's nothin' to it! New Year's ain't a smell!
Easter Sunday—Circus day—jes' all dead in the shell!
Lawsy, though! At night, you know, to set around an' hear
The old folks work the story off, about the sledge an' deer,
An' "Santy" shoosed round the roof, all wrapt up in fur an' fuzz—
Long afore I knowed who "Santy Claus" wuz! —Riley

Christmas Acrostic—Nine girls.
Reading—Clifton Berry.
Song—Elizabeth Bowman.

Darning Xmas Stockings—R. D. Norton, C. L. Hodges.
Holy Night—Ornette.

Social Difficulties—Mrs. Russell, Mrs. Ratcliffe, Oren Russell, Marguerite Russell, Mary Ratcliffe.

Current Events—Mrs. J. M. Kimmons.
Reading—Virginia Bowman.

Reading—Alva May Norton.
Violin Solo—Miss Fraser accompanied by Flossie Bowman.

Mrs. Santa comes into her own—Mr.

Rowman, Mrs. Berry and six fairies. Christmas night, Berenice, Oaksett, Flossie, Flossie Bowman, Marguerite Russell, Mabel Park.

FATAL MEXICAN AFFRAY AT DALHART

Marcelino Jiminez, a young Mexican about 21 years of age, was killed Friday evening about 5:30 o'clock at the White Hotel on the north side of the court house. Juan Gonzales is in the Dalhart county jail charged with the crime.

From the best information obtainable there had been considerable fighting during the day between several Mexicans over a gambling game.

Young Jiminez had armed himself and gone to the hotel where Gonzales and his wife were rooming, and another row started. Gonzales, using a 25 automatic pistol, shot Jiminez twice. One bullet entering the back of the head, just below and a little behind the right ear, the other bullet entering the left side below the heart. Either shot would have proven fatal, according to

the statement of the examining surgeon. After being fatally wounded, Jiminez ran from the hallway of the hotel and down the back steps, falling in the street. The wounded man was carried to the Sanitarium in an attempt to save his life but he died a few minutes after reaching there.—Dalhart Texan.

Owls stretch their legs behind them when they fly to balance their heavy heads.

poorer classes of people are unimpaired bread.

Netties have been made into substitutes for cotton, paper, gas mantles and dyes.

Canopus, giant of the solar system, is said to be 40,000 times as bright as the sun.

Go to Church Sunday!

D. E. Ashbrook **E. S. Ireland**

Let us make you that Farm or Ranch loan now, while we can get you the money. All inspections made by Mr. Ireland.

DEPENDABLE SERVICE

Ashbrook & Ireland
Phone 141, Rooms 9-10, Elliston Building

C. T. KIBBE, D. C.
CHIROPRACTOR
Office in Clark Bldg. Upstairs
Hours 9 to 12 a. m. Office Phone 304
2 to 5 p. m. Res. Phone 144
Lady Attendant. 144
Hylo Table Equipment

I offer the following desirable property at low prices, with small cash payment and easy 6 percent terms:

- Tract 1. W. 1/4 Sec. 24, Carter & Head Subdivision; located 18 miles N. W. of Hereford.
- Tract 2. N. W. 1/4 Sec. 33-4-3, located 28 miles N. W. of Hereford.
- Tract 3. N. E. 1/4, Sec. 21-4-1, located within 3 miles of state line.
- Tract 4. N. W. 1/4 Sec. 7, Blk. 3, located 5 miles N. W. of Dawn.
- Tract 5. S. W. 1/4 Sec. 17-2-4, located 17 miles West of Hereford.
- Tract 6. Being 33 acres out of Blk. 26, Mabry Addition to Hereford, faces on Abo Highway.
- Tract 7. Being Blk. 45, Evans Addition to Hereford, contains 14 acres.
- Tract 8. Being Blk. 42 Evans Addition to Hereford, contains 10 acres.
- Tract 9. Being the 3-room Berry plastered house.

Address L. Baskin, Owner, Hereford, Texas

A Different Kind of Christmas

Most all Xmas suggestions are about GIVING. We all know it is more blessed to GIVE than receive. However, one must first GET to GIVE—and it's about the getting we talk.

We have a Christmas suggestion for everybody in Hereford this year.

Start A Savings Account for Xmas in 1922 Right Now!

Savings Grow astonishingly fast. Try it—and let us show you how it grows.

1ST NATIONAL
HEREFORD, TEXAS

Santa Fe

Holiday Rates—Holiday Rates

Low Round Trip Excursion Fares from all points in Texas and New Mexico to various destinations in Arkansas, Colorado, Kansas, Louisiana, Missouri, Oklahoma, New Mexico, and Texas.

Dates of Sale, Dec. 21, 22, 23, and 24, 1921. Final return limit Jan. 4, 1922.

For particulars see any "Santa Fe" Agent.

For Sale

By Owner on easy terms, a dandy little home tract of 2 1/2 acres of choice land and well located right at edge of town, all in farm with good well and some trees; \$100 down, bal 1 to 10 years.

One good 4 B frame house, just out of corporate limits; \$250 down, bal. 1 to 10 years.

One well improved home of 6 B with barn, sheds, orchard and an acre of land; small cash payment, bal. 1 to 10 years.

220 acre farm at edge of town, with 100 in tracts to suit and sell on ten years time.

Well improved 1/2 section, only \$1000 out, on long time and very easy terms.

H. Elliston

FIRE Prevention

Attention to defective flues is the best fire prevention.

E. MILES
Phone 4 or 30

Give Her A Monarch MALLEABLE Range For CHRISTMAS Children's Wages

The C. O. Lee Hardware

Oldest Fire Insurance Company in the World

The Sun Insurance Company of London is the oldest Fire Insurance Co., in the world, founded in 1710.

The Insurance Company of North America, of Philadelphia, is the oldest Fire Insurance Co. in the United States, founded in 1792.

The Royal Insurance Company, of London, is the largest Insurer Co., in the world.

The Home Insurance, of New York, is the largest Fire Insurance Co., in America.

This Agency represents all four of the above named Companies. There are many Insurance Companies, but only one

T. K. Wilson Insurance Agency

The Panhandle Swine Breeders Convention and Sale, With Hereford's Poultry Show, January 17-18, 1922

CLASSIFIED COLUMNS
 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
 Notice
 New device for tightening loose spokes in automobile wheels. Give us a trial. Porter & Wederbrook. 80-4P
FOR SALE—Full blood Bronze Turkeys. April Toms, \$10.00; May \$8.00; Hens, \$5.00. It will pay you to see these turkeys if you want the best breeding stock for your flock.
 Phone 312-F3. A. W. Vaughn.
 78-41-Pd. Hereford.

FOR SALE—Suits tailored to your measure, prices away down.
 69-1f Orr's Tailor Shop.
FOR YOUR CEDAR FENCE POSTS direct from producer and bare money. We pay freight anywhere. Write Box 75, San Saba, Texas. 78-41-Pd

Band, gravel, general hauling. Driveways graded. Team work, all kinds, including plowing and moving dirt, with dump wagons.
 John C. Mooney.
 74-84 Pd. Fops 75-P2.

FOR RENT
FOR RENT—Furnished or unfurnished rooms for light housekeeping.
 79-1f Fred Millard.
FOR RENT—House; also 2 rooms in another house.
 75-1f H. L. Broadwell.

LOST AND FOUND
LOST—Ford tire and carrier. Phone 9-F21. E. W. Morgan. 18-3f
FOUND—Some Kitchen Utensils. Owner call at Brand office, describe same and pay for this ad.
 F. H. Britain.

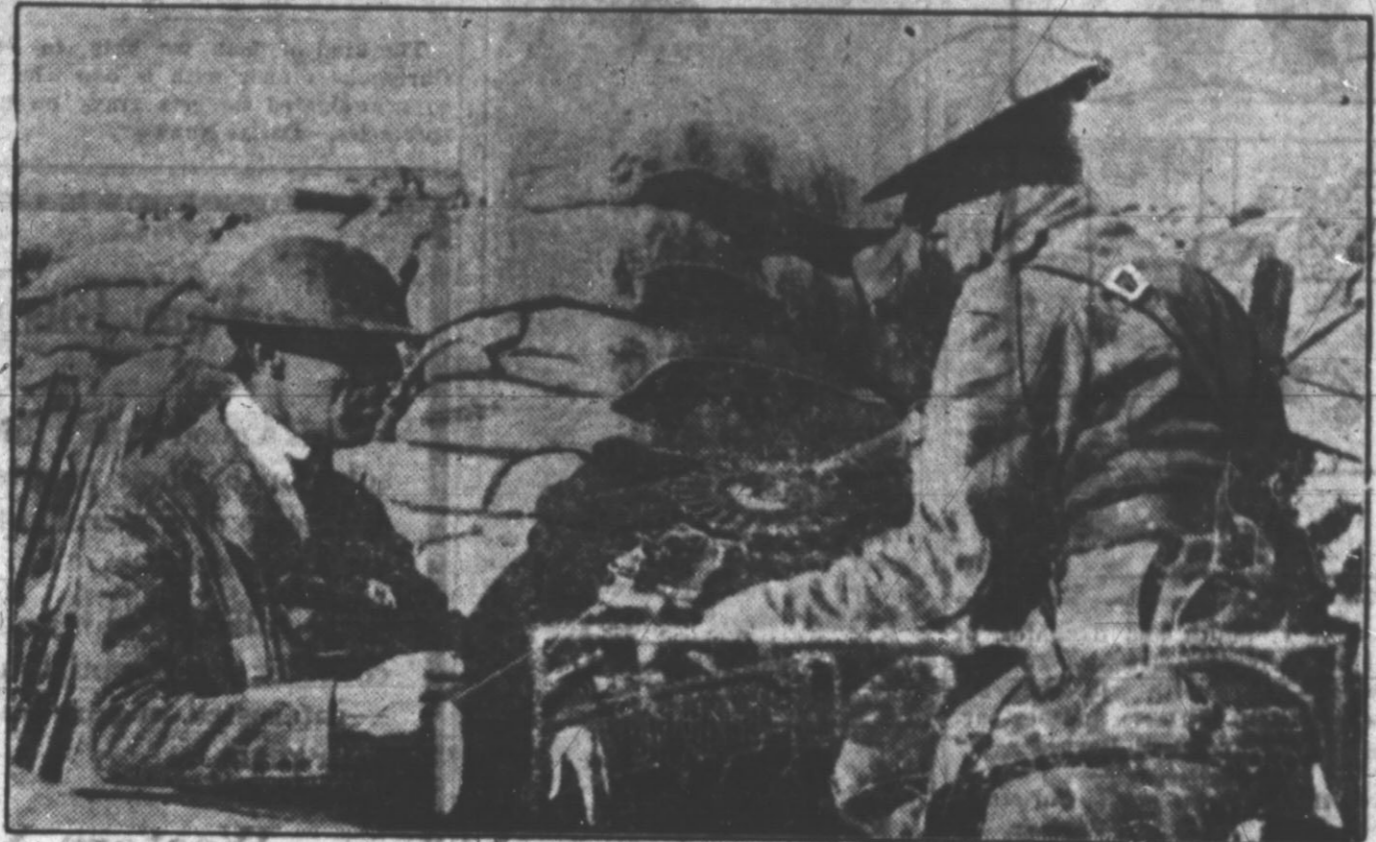
FOUND—A small gold wrist watch, in Newell's Store. Owner call at Brand office. 81-1f
LOST—3 head of saddle horses, one gray, one black, one dun; also one dun mare hiped. Strayed from T. H. Hines farm, one mile S. E., about two weeks ago. Finder Phone 102.
 79-1f T. H. Hines.

WANTED
WANTED—We have a customer in the market to buy good business property in Hereford.
 81-1f Western National Bank.
WANTED—To buy a good Duroc Male for service.
 81-1f-Pd. Jno. B. Davis.

WANTED—We want to do your cleaning and pressing.
 69-1f Orr's Tailor Shop.
WANTED—To prepare deeds, contracts, Last Wills and Testaments, examine Abstracts of Title, carefully and correctly for those desiring to keep out of litigation. B. Frank Bule, Attorney, Office in Court House, Hereford, Texas.

Uncle John's Ointment
 THE ONLY WAY TO SPELL LUCK IS WITH A \$ IN FRONT OF IT.


STOP THAT ITCHING
 If you suffer from any form of skin disease such as Itch, Eczema, Tetter, Ringworm, Crackhands, Sore Feet, Dandruff, Falling Hair, Old Sores, or Sores on children, or any other skin disease, we will sell you a jar of Blue Star Remedy on a guarantee that if not satisfied we will refund your money.
J. J. CLARK DRUG STORE



Scene from the great motion picture, "I Accuse," to be shown at the Star theatre December 26-27, under the auspices of the local company of the National Guard. This powerful screen triumph has been endorsed by all the generals of the Allied armies during the war. It condemns war and profiteering and preaches universal peace.

Methodist Missionary Society
 "Once upon a time"—so the story goes, "Mrs. A. met her friend, Mrs. B., hurrying away from the eleven o'clock Sunday morning service.
 "Why," said Mrs. A., "is the sermon done already?"
 "No," replied Mrs. B., "it has only been preached. I am going home to do some of it now."
 Too often, for reasons recorded in the 13th chapter of Matthew, a good sermon ends with only being preached. How different would be the harvest—how incomparably more profitable to us, individually, if we would make it our rule to "do" some part of every sermon that comes to us whether from the pulpit, the press, a good book, a good life or any of the various sources from which good sermons do come.
 We have finished studying our book, "From Survey to Service." It has given us some thought-provoking information. Our study leader, Mrs. Ashbrook, has worked hard to make it interesting and helpful and has prepared excellent programs. Those assigned parts have responded loyally, but all this will be worth while only in proportion as we put into practice the lessons we have learned. Otherwise, the visions we have had of the world's need, the world's work, will be no more than a mirage.
 In the last chapter, "Home Missions and the World of Work," the need and the value of Christian education, the indirectly presented, very forcibly impresses itself upon us.
 What a golden opportunity has the teacher in the remote rural districts, among the children of foreigners, miners, mill and factory people. If she be a real teacher, and especially if she is a consecrated Christian, eternity alone will reveal the results of her work.
 The elements of real genius often lie hidden beneath the sometimes rough and unattractive exterior, of those too often neglected specimens of humanity. Whether there be any embryonic geniuses there, or not, there are always the possibilities, that developed, make good, clean, useful citizens. And in these Bolshevistic days, that work alone is more than worth while. Many a man and woman, whether especially prominent in the world or not, points back to some teacher as the source of inspiration to whatever they have achieved.
 It is no small part of the duty of our church to send out Christian teachers and workers in every avenue where young life is to be touched.
 Those of us who cannot go anywhere, as special workers, can find our duty and plenty of it if we are in earnest. Let us turn to our Bibles, James 5:17, and read: "To him that knoweth to

do good and doeth it not, to him it is a sin."
THIS BOY SOLD FOR \$75,000



Jimmy O'Donnell, first baseman who has just been sold by the San Francisco club to the New York Giants for \$75,000. New York threw four human players into the sale. Baseball is a great game but there is a lot of downright silliness about it.
 Go To Church Sunday!

Lys Kills Child
 Walter John Hess, 2 years old, died at 5 o'clock Sunday afternoon at a local sanitarium following an illness of six week due to eating lye soap. He was the son of Mr. and Mrs. Ben J. Hess, of Umbarger. The lye burned the throat of the boy severely and about two weeks ago he was brought to Amarillo for treatment. The boy was improving and a day or two before his death took a turn for the worse, declared attendants.
 The body was sent overland yesterday by the Griggs Undertaking Company to Umbarger for burial.—Amarillo News.

Good Printing at the Brand.

Eggs, Poultry, Cream, Hides
 We Pay Cash
The Golden Rule Produce Co.
 Rear of old Stambaugh building

Abstracts and Loans
J. Frank Potts
 Maps, Deaf Smith Co.—80a.

The Story of 1921 Told in Pictures



In its last number of the year, The Brand will print a large cartoon from the pen of our special cartoonist, Frank Parks, picturing the

Chief Events of 1921
 Everybody has different opinions as to what were the chief events of the year just closing. What do you think were the twelve outstanding features of 1921?
Jot Them Down Now
 And then when you get The Brand of December 30 compare, and count in how many of your choices agree with Frank Parks'. Maybe your pick will be better than his!

For Sale
 Nice 5 room residence, good location, fruit and shade trees. Price \$3,500. Will trade for cows, calves, or yearling steers, if cattle priced right. See
J. H. Pitman
 Hereford, Texas

Xmas Gift Suggestions
 FOR THE WHOLE FAMILY

			
FOR DAD	FOR MOTHER	FOR BROTHER	FOR SISTER
Shot Guns Safety Razors Knives Tools	Aluminum Ware Dishes Stone Ware Glass Ware Churns	Rifles Coaster Wagons Autos Knives Flashlights	Tricycles Roller Skates Scissors Bicycles

Dunlap Hardware Company
 (INC.)
 HAVE WHAT YOU WANT WHEN YOU WANT IT



BRIEF NEWS

Rev. M. M. Beavers left Hereford for Plainview Monday morning.

Roswell Celery. Hereford Produce.

W. A. Greenwood left Hereford Monday morning for Mahara, Texas.

Suits cleaned and pressed, \$1.50. Hereford Steam Laundry.

H. H. Halsell went to Baxter Springs, Kansas last Sunday on business.

You will need those dishes for Xmas. Dunlap Hardware Co.

Artie Baker, of Lockney, Texas, arrived in this city Sunday.

All Rockers sold at big discount for the holidays. E. B. Black Co.

Send them a box of choice apples, we have them. Hereford Produce Co.

A. Sharp, of Canyon, arrived in Hereford Sunday.

Get our prices on ton lots of Meal. Jones & McLean.

Joe Hydon, of Happy, Texas, spent Friday and Saturday in Hereford.

The very last word in Christmas Cards at Clark's Drug Store.

W. E. Burke, of King City, Mo., arrived in this city last Friday.

For Cleaning and Pressing, Orr's Tailor Shop is best by feet. Phone 26.

H. Z. Sites went to Granbury, Texas Tuesday morning.

10c worth of Christmas Seals may cure your child of Tuberculosis.

R. M. Dunn arrived home from Johnstown, Colo., Tuesday morning.

Hawkes Glassware in every conceivable design for Xmas at Clark's Drug Store.

Mac Beach left Hereford for Wichita Falls Tuesday morning. Mr. Beach will visit with his parents.

Roswell Celery. Hereford Produce.

Glenn Sullivan, of Clovis, N. Mex., arrived here Monday to visit with relatives and friends.

The Hereford Laundry is open for the inspection of all visitors.

J. K. Jones, of Clovis, transacted business in Hereford the latter part of last week.

Give her a U. D. C. Cook Book for Xmas. They are on sale at Fox Mercantile Company.

Try our tonic salt for your calves that you are weaning. Jones & McLean.

M. A. Crim, A. N. Wentworth and Tom Maxwell, of Friona, were in this city Monday on business.

Rugs are now sold at surprisingly low figures. See our line. E. B. Black Co.

Charles Miller, of Plainview, was in this city on business last Friday and Saturday.

Enamel Ware, and China Ware at half price at Dunlap Hardware.

Mr. and Mrs. Roger Johnson arrived home last Friday from Dallas, where they have been visiting.

A garment to be cleaned? It should go to Orr's Tailor Shop.

Mr. and Mrs. Monte Baker and son, Dennis, and Mrs. S. E. Ashken were in Amarillo the latter part of last week.

An Eversharp Pencil is an everyday reminder of the giver. Clark's Drug Store.

Miss Essie Burrus arrived in this city Monday morning from Spur, Texas.

25c worth of Christmas Seals may help all our children to be healthier men and women.

W. B. Hamilton, Bank Examiner of San Antonio, Texas, was in this city Monday and Tuesday on business.

Get our prices on ton lots of Meal. Jones & McLean.

Mr. and Mrs. C. E. Roberts, of Des Moines, Iowa, were in this city Monday and left Tuesday for Los Angeles.

Everything for a swell Christmas Dinner. Hereford Produce, I. H. Spratt, Mgr.

Mr. and Mrs. J. H. Harper and son, Jim, of near Happy, were in this city Tuesday morning shopping.

Singer Sewing Machines are sold on easy payment. See us for particulars. E. B. Black Co.

Miss Katie Gatewood, of Canyon, arrived in this city Tuesday morning to visit in the home of her sister, Mrs. J. H. Miller.

Give her a U. D. C. Cook Book for Xmas. They are on sale at Fox Mercantile Company.

Howard Golden arrived home Saturday from Canyon where he is attending Normal. Mr. Golden will spend the holidays with his parents on the farm.

Parker Fountain Pens are very popular Xmas presents this year. At Clark's Drug Store.

Crystal Family Wash, washed with Ivory Soap, 12 pounds for 75c. Hereford Steam Laundry.

Miss Blanch Davis, of Canyon, spent the week end with her sister, Miss Clara. Miss Davis left Hereford for Plains, Texas Monday.

Try our tonic salt for your calves that you are weaning. Jones & McLean.

Mrs. H. A. Jones, who has been visiting her daughter, Mrs. J. O. Miller of Dawn, left Hereford Monday for her home in Clovis.

Hoosier Kitchen Cabinet is the ideal gift for the home. See our full line, sold at big saving. E. B. Black Co.

Mrs. W. H. Hughes, who has been visiting her parents, Mr. and Mrs. J. H. Gould, for some time, left Hereford last Thursday morning for her home at Stamford, Texas.

What would be more appropriate than a Cook Book for Xmas? And think what YOU would get back from it during the coming year. Mr. Husband! The U. D. C.'s are selling them at Fox Mercantile Company.

Mr. and Mrs. Preston Florence and baby, of Bovina, spent the week end with Mrs. Chapman at the Cordova Hotel.

Splendid assortment of Books of all kinds (latest copyrights) at Clark's Drug Store.

Time to get that winter Coat or Suit cleaned up. Phone 16. Orr's Tailor Shop.

Mrs. I. V. Smith and daughter, of Amarillo, arrived in Hereford Tuesday morning. Mrs. Smith will visit her sisters, Mrs. Jac. B. Davis, and her parents, Mr. and Mrs. R. F. Barnes.

Everything for a swell Christmas Dinner. Hereford Produce, I. H. Spratt, Mgr.

Mr. and Mrs. B. A. Winter and two children of Albuquerque, N. Mex., arrived in this city Tuesday morning. Mr. Winter is a son of the late J. C. Winter.

Furniture is a lot cheaper. You should get the new low prices. E. B. Black Co.

W. J. Gerard, of Lawrence, Kansas, arrived in this city Sunday. Mr. Gerard owns a ranch near Portales and was in Hereford Sunday and Monday on business.

What would be more appropriate than a Cook Book for Xmas? And think what YOU would get back from it during the coming year. Mr. Husband! The U. D. C.'s are selling them at Fox Mercantile Company.

Christmas Parcels Must be well wrapped and tied, or we cannot accept for mailing. Would suggest that you present your parcels after noon, as heavy mails coming in will prevent our opening window in time to get off on train 22. Respectfully, Mrs. D. N. Cox, P. M.

Good Job Printing at The Brand!



POTTED PLANTS AND CUT FLOWERS FOR CHRISTMAS

Order Early
Mrs. Edgar Johnson
Phone 95

A Good Photograph

is not a luxury. It is a necessity. Remember, you may not always have that dear one of the family with you.

Your photo is an acceptable Xmas gift. Make your appointment now.

Kodak Finishing
McGhee Studio
The Photographer in your city
M. S. Thurman



Photograph from Moscow shows street cobbler's shop. A woman getting her shoes repaired right on her feet.

Let's Trade

Buyers for Cattle and Hogs. Trades for Houses, land, cattle, hogs, automobiles and everything. Tell us what you want.

E. H. Shore & Son
311 Main St.,
Phone 237.



Rev. G. A. LaGrona left Hereford for Clovis, N. Mex., Monday morning. Rev. LaGrona has been visiting with his daughter, Mrs. R. W. Elliston, and also has been holding church services at the Wyche schoolhouse.

Ivory—for Her dressing table. There's nothing more appropriate or anything that will bring more lasting pleasure and convenience. Sold by Clark's Drug Store.

The kind of man we hate to eat Christmas dinner with is one who is so near-sighted he gets gravy on his spectacles.—Dallas News.

But a turkey is preferable to a fish because you can find the bones before you choke.—Dallas News.

An automobile license costs about ten times as much as a marriage license, and it isn't worth that much difference.—Dallas News.

One reason why we think Santa Claus smokes a pipe is because he is such a rotten judge of cigars.—Dallas News.

Personally we are careful of our money, but we would give a dollar for a coconut that tasted as good as the nickel ones used to.—Dallas News.

Your Business Partner

It is a good bank's duty to assist its clients in the solution of their problems—whether they be the problems of a merchant or a farmer. Both are business men.

In fulfilling this moral obligation, we like to consider our organization as your business partner—interested in your success and eager to forward your plans.

Western National Bank

THE first Eversharp sentence you stroke will convince you that here is a pencil which makes writing easy. You will experience, too, a genuine pleasure in the artistic appearance of Eversharp. For, like a well made watch, it is built with jeweler skill. And—it is designed to last a lifetime. You can buy Eversharp right here at our store in the very size and style you want. We sell the genuine. The name is on the pencil.

EVERSHARP

WASSEL PRODUCTS

Corner Drug Store

Uncle John's Josh

NOBODY EVER MADE A FOOL OF YOU EH? LOOK, OUT! YER DUE!

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NOW IS THE TIME TO OWN YOUR HOME

The nation needs around 1,500,000 homes. Mills are selling lumber at or near cost to produce. Freight now amounts to \$5.00 to \$10.00 per thousand feet. Lumber cannot go lower, in face of these facts. It may go higher. NOW is the time to build. We will be glad to help you with your plans.

PANHANDLE LUMBER CO.
OUR AIM—TO HELP IMPROVE THE PANHANDLE

Last Call!

Old Santa Claus's sack is opened wide on our counters—there is an exceedingly fine choice of gifts for every member of any family in that sack—But—

THE TIME IS SHORT

and the longer you put off purchasing those presents, the smaller the selection to pick from!

BETTER HURRY!

J. O. Newell