

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

24TH YEAR, NO. 5

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, FEB. 5, 1924

WOODROW WILSON IS DEAD

End Was Painless For War President

Woodrow Wilson, war president, one of the half dozen super men this nation has produced, died at his Washington residence Sunday morning at 11:15 o'clock after days of gradual decline and slow exhaustion. His trouble started in his last swing across the country speaking for the League of Nations, when he broke down from the strain. Since that time he had lived in retirement, broken in health and gradually losing ground. Several days ago a digestive disturbance started him on the last journey. Sunday morning he died "just like a tired man going to sleep," said Admiral Cary T. Grayson, his physician.

Funeral services of the simplest character, in accordance with the wish of Mrs. Wilson, will be held in Washington on Wednesday. The temporary resting place will be a marble vault beneath the floor of Bethlehem Chapel at Washington Cathedral.

President Coolidge, in official proclamation, paid him high tribute and ordered highest military and naval honors at the burial ceremonies. Messages of sorrow and condolence from every section of the earth are pouring into Washington. The world stands silently with hat in hand in tribute to the memory of this man who, at the height of his glory, unquestionably exercised the greatest influence for good of any other human being in the world.

Admiral Cary T. Grayson's official report of his death reads:

"Mr. Wilson died at 11:15 this morning. His heart action became feebler and feebler and the heart muscle was so fatigued that it refused to act any longer. The end came peacefully. The remote causes of death lie in his ill health, which began more than four years ago, namely, arteriosclerosis with hemiplegia. The immediate cause of death was exhaustion, following a digestive disturbance which began in the early part of last week, but did not reach an acute stage until the early morning hours of February 1."

"More People—More Farms"

"The Farmerette" Comedy Features Star Program

An unusual interesting local feature of a very interesting week's bill at The Star Theatre this week is the home talent three-act comedy Thursday night, February 7, entitled "The Farmerette." The play is being put on by the Girls Auxiliary, coached by Miss Bruce Brady, and is pronounced a well-acted laugh from start to finish.

Another high class picture shown in The Star's list on the back page of this paper is "The French Doll," by Mae Murray on Wednesday and Thursday nights, together with a special comedy.

"More People—More Farms"

Mrs. W. F. West and Son Leave for California

Mrs. W. F. West and son Jack left for San Diego, California, Tuesday morning at which place they will visit in the home of Mrs. West's sister, Mrs. E. R. Harris. Mrs. West and son will make their home in San Diego for the present.

"More People—More Farms"

Father of Miss Minnie Dea Coffin is Dead

Mr. and Mrs. E. B. Black were called to Itasca, Texas, by the death of J. M. Coffin, who passed away early Tuesday morning. Mr. Coffin is the father of Miss Minnie Dea Coffin, formerly of this city, and a brother-in-law of Mr. Black. The funeral services will be held Wednesday afternoon. Mrs. Coffin passed away about two years ago.

"More People—More Farms"

It is announced that there will be a U. D. C. program at the home of Mrs. George Guinn Friday afternoon, February 8, at 3:00 o'clock. The program includes piano and vocal solos, readings and current historical events.

A GREAT AMERICAN



America's War President, Woodrow Wilson, earned his place in history as a great American. These pictures show (big photo) as he looked during his second term of office just before sailing to Paris to help dictate peace. No. 1, Woodrow Wilson on his 65th birthday, two years after retiring to private life; No. 2, Wilson back from Paris Peace Conference—himself taking the treaty to present to U. S. Congress; No. 3, Woodrow Wilson's first public appearance in Washington after being stricken down through overwork in concluding peace. Mrs. Wilson is with him.

L. O. O. F. Encampment Planning a Strong New Year

Hereford Encampment No. 56 L. O. O. F., held its annual election of officers last Thursday night, with the following results: Chas. Paddock, C. P.; C. M. Hicks, H. P.; Arthur Rogers, S. W.; J. B. Elliston, J. W.; C. O. Lee, Treasurer; W. M. Megert, Scribe. The lodge will meet on the second and fourth Thursday nights of each month, and a drive for membership and interest is being planned.

Elwick Cloyd Buys Interest in Meat Market

A change of business was announced for February 1, namely the purchase by Elwick Cloyd of the half interest in the Cloyd Brothers Meat Market, known as the Texas Meat Market, from Henry Cloyd, his uncle. The new firm will continue to operate a first class market at the old stand.

Skelton Sells More Oil Lamps Than Ever Before

Straws indicate which way the wind blows, according to an old saw. If that's true how's this for a significant straw: The Brand man wandered into Skelton's Variety Store and noticed that the oil lamp shelf was stripped and bare and had a "sold-out" look.

"How come?" queried the reporter. "Well, sir," explained Mr. Skelton, round eyed, "it's funny, the demand for oil lamps these days. Sold more of 'em the past thirty days than I have in two years before. What caused such a demand you reckon?"

"Must be new cotton farmers," replied the reporter. "City folks don't use lamps any more. It's just one of the straws—shows the Hereford country is filling up—slowly, of course, but they're coming, just the same."

WOODROW WILSON

Born, Staunton, Va., Dec. 28, 1856.

Son of Rev. Joseph R. and Jessie Woodrow Wilson. Scotch-Irish ancestry on both sides.

Graduated Princeton U., 1879.

Graduated in law, Virginia U., 1881.

Practiced law, Atlanta, Ga., 1882-83.

John Hopkins U., post-graduate, 1883-85.

Married Ellen Louis Axson, Savannah, Ga., June 24, 1885 (died Aug. 6, 1914). Second marriage to Edith Bolling Galt of Washington, D. C., Dec. 18, 1915.

Took up first educational work in 1885, at Bryn Mawr.

President of Princeton University, 1902-1910.

Governor New Jersey, 1911-1913 (resigned when nominated for Presidency in Democratic National Convention, Baltimore (1912).

Elected Twenty-eighth President of the U. S. Nov. 4, 1912. Renominated and elected for second term 1916-1920.

Declared war on Germany and Central Powers, April 6, 1917.

Left for France December 4, 1918, at the head of the American Commission to Negotiate Peace; arrived at Paris, Dec. 14; visited England December 26-30, 1918; Italy, January 2-6, 1919; Belgium, June 18-19, 1919; delivered many addresses and given honorable degrees by various universities of allied countries; returned to United States February 24, 1919. Left on second trip to Europe, after speaking at closing session of Congress; arrived in Paris, March 14; signed Peace Treaty June 28, 1919; returned to U. S., arriving in New York July 8, 1919.

Author: Various Historical Works.

Home: 2300 S. Street, Washington, D. C.

Died Sunday, February 3, 1924.

Dairy Talk at Church Instead of Courthouse

The place of meeting for the talk on Dairying Friday night, February 8, by Prof. J. W. Ridgeway has been changed from the courthouse to the Christian church. The hour is 7:30 p. m. The Hereford Band will render a preliminary concert and every man, woman and child in the community is urged to attend and hear a good band concert and a splendid address on a very vital factor in the agricultural development of this section.

Berry Orr, who is cooperating with the Chamber of Commerce in endeavoring to stir up interest in the forthcoming visit of Prof. J. W. Ridgeway, dairy expert, next Friday, has sent out the following letter to those he believes might be interested:

"All who are interested in the dairy business of the Hereford country will have an opportunity to visit several of the dairy herds near here in company with Prof. J. W. Ridgeway, former head of the Dairy Department of the A. & M. College, now traveling for the Mistletoe Creameries.

"Mr. Ridgeway will doubtless give much valuable information with practical illustration and demonstration on this trip and everybody interested is invited to go along.

"The crowd will start from The Brand office at 9:00 o'clock a. m. and make the first stop at the farm of J. F. Ward, in South-Hereford; after that the farms of Jim Robinson, C. W. Sowers & Son, the Schultz Dairy, the farm of G. W. Brunley, The Harmon Dairy, and if time permits the registered herds of Berry Orr, Harrison & Turentine, and J. O. Robinson, West of Hereford will be visited.

"Come, go with the crowd and take some body with you."

Prof. Ridgeway will speak at Progressive schoolhouse at 3:00 p. m. on Friday and at the Christian church in Hereford at 7:30 o'clock at night.

"More People—More Farms"

Ground Hog Was Good Guesser on 2nd of February

The Ground Hog certainly doped out the weather forecast last Saturday. His shadow in the bright sunshine of Saturday caused him to scurry back into his hole and Sunday morning his instinct was verified when a rip-snorting norther, full of light snow, hit Hereford at forty miles an hour, or something like that. Sunday, Sunday night and Monday the wind howled and snow spits came at intervals, mixed with much sand and disagreeableness. Tuesday, however, the storm had passed apparently, and all was bright, crisp and sunshiny. The Amarillo News has the following general report, in part:

"The Panhandle and West Texas was swept by one of the worst wind storms in history Sunday, Sunday night and Monday. Snow that fell intermittently accompanied the wind which ranged in velocity Sunday from 45 to 50 miles an hour, attained at some times a speed of 55 miles an hour.

"A large number of windmills, tanks, small outbuildings, telephone poles, electric light wires, signs, billboards and board fences over the Panhandle were blown down by the storm.

"The damage was not large and no loss of life or personal injury had been reported at a late hour last night.

"Canadian reported a six inch snow which drifted badly. It was necessary for the Santa Fe to use a snow plow between Canadian and Pampa in order to get their trains through.

"Santa Fe trains were held for several hours at Cuyler, Texas, Sunday night and Monday morning because of the lake, which the railroad crosses at that point lapping over the tracks. Santa Fe officials reported that the lines were open last night.

"Fort Worth and Denver officials reported that they did not run any trains north out of Amarillo Sunday night but that traffic was normal last night. Heavy snows north of Texline were reported by this company.

"The Rock Island reported very little delay in their service and stated that all trains were running on time last night."

BASKETBALL MEN THIS YEAR ARE JIM DANDIES

STAND SHOW TO ENTER STATE CONTEST IF BREAKS HOLD

Both the boys' and girls' basketball teams of the Hereford High School will play against teams from Friona, at the high school grounds here, beginning at 3:30 o'clock, next Friday afternoon. It is hoped that a good crowd of local people will be out to back up the teams.

While the Hereford boys' basketball season started off at a disadvantage—they lost the first four matched games—they have completely recovered their losses and stand a splendid chance to play in the run off for the District Championship, which will be held in Canyon, February 15. Should they win they will then be eligible for the run-off for the State Championship. They played Canyon the night of February 1, with the score tied 18-18. Another game will be played in Canyon Saturday afternoon. Either Tuesday or Wednesday, they play Farwell at Friona, which game will determine their District Championship.

Two of the boys' from the Hereford team made a visit to The Brand office Saturday, and during an interview with them they commented on the lack of co-operation from the Hereford people, and stated that they would appreciate a better turn-out of their home people. Certainly they are entitled to the encouragement and co-operation of the Hereford people; their record is one to be commended, and their sportsmanship is frequently complimented.

"More People—More Farms"

Here's That List Of Cotton Prizes For the Farmers

With the cotton ginning season drawing rapidly to its close farmers are beginning to make inquiry of the Chamber of Commerce concerning the details of the cotton prize money offered last year for the best yields on the 1923 crop. For the benefit of these men who desire to compete for these prizes the report of the special cotton committee who draw up these prize offers is produced below. Reports of cotton raised and marketed to be entered for these prizes should be made out and filed with the Secretary of the Chamber of Commerce:

"It has been decided that there should be given by the Hereford Chamber of Commerce the following bonuses:

"On the best yield of cotton produced (calculated on 500 lb. lint bales).

"\$100.00 for best yield on 25 acres or more.

"\$50.00 for best yield on 15 to 20 acres.

"\$25.00 for best yield in 10 acres.

"The only restriction being the cotton must be grown in the Hereford trade territory and must be marketed in Hereford, either in the seed or ginned. This applies to dry farming alone. In addition, a substantial bonus will be given for the first bale. The winners to be chosen by a committee appointed by the Chamber of Commerce."

And in addition to this the First State Bank & Trust Company announces the following cash prize:

"The First State Bank & Trust Co. of Hereford will give a \$100.00 cash prize to the producer who raises and markets in Hereford, Texas, the greatest number of bales, calculated on the 500 pound basis lint cotton. The winner to be determined and announced by the Hereford Chamber of Commerce."

"More People—More Farms"

Rev. Timothy Tinsley is Preacher Here Sunday

Rev. Timothy Tinsley of Louisville, Kentucky, arrived here the fore part of last week and is visiting in the home of Mr. and Mrs. F. H. Oberthier. Rev. Tinsley filled the pulpit at the Christian church last Sunday morning and preached an able sermon to quite a large audience. Rev. Tinsley attended the Chamber of Commerce dinner, and expressed himself as being pleased with the live spirit manifest by Hereford's business men.

"More People—More Farms"

The piano pupils of Mrs. G. A. F. Parker will offer a piano recital at the Methodist church Friday night, February 8, beginning at 7:30 o'clock. Patrons and friends are cordially invited to attend.

PATRIOTIC SENTIMENT AT BANQUET

GEORGE WASHINGTON IS BACKGROUND PLANNED FOR 21ST

"WE CANNOT LIE"

We Admit Cotton Will Grow In Hereford Country is Theme of Program

S-s-s-h!—don't you tell anybody, but when you park your feet under the pine tables in the basement of the Methodist church on night of Feb. 21, on the occasion of the annual roundup of the Chamber of Commerce, they are going to spring something classy on you to wit: a regular George Washington Banquet!—from the slogan of "Yes, we cannot tell a lie—we do raise Cotton in the Hereford Country," right on through a "home-grown, home-made, home-served, home-consumed meal to the finish of a red cherry pie, also home grown, made and consumed.

At least that is the tip given by Homer Wilkinson, banquet chairman, in his report at the luncheon Monday at the City Cafe. It seems that Mr. Wilkinson is conniving secretly with the ladies of the Methodist church to make this a patriotic affair, as the immortal George's birthday falls on the very next day.

That banquet's going to be a ding hummer, you can bet on that. The band is striving mightily twice each week to put melody into it, the Music Study Club will contribute another of their remarkable programs, it is hoped to have Joe Pope and President Hill of the Normal among the orators, and there are a lot of other things very interesting to any booster.

Another thing, too: anybody with the price can horn in—including the ladies and kiddies, and there's going to be a grand, old fashioned get-together camp meeting that night. Better look at the calendar now and mark the date. There were thirty-two at the Monday luncheon, presided over by vice-president E. W. Harrison, Mr. McDonald being indisposed. It was voted to have a County Fair this year, but the exact kind of one brought argument. Some favored a regular fair, while others favored one day when exhibits could be brought in, classified, prizes awarded and the best taken on to Amarillo, Lubbock and Dallas. The chair was authorized to name a committee to investigate and report later. The publicity work was reviewed. The secretary's report showed lots of demand for rent farms, with several new locations the past week. It was decided best to start a cotton acreage list in The Brand again to stimulate interest. Other routine matters were disposed of. Attention was called to the dairy meeting next Friday. Next Monday the luncheon will be held at the Stockman's Cafe. The list of those present showed: G. A. F. Parker, E. B. Black, F. H. Oberthier, A. M. Jones, Paul J. Merrill, T. W. Tinsley, E. S. Ireland, Ralph Barnett, Jno. Estes, A. Herbst, Walf Spradley, G. J. Beene, L. Baskin, Geo. Muse, D. F. Ashbrook, J. E. Hill, Dr. W. F. Gabbert, E. W. Harrison, A. A. Foster, L. Foster, Homer Wilkinson, L. Hough, C. C. Rockwell, W. R. Steckman, C. A. Skelton, E. H. Shore, Henry Wilkinson, Carl Gurrland, Chas. Mountz, C. P. Collier, Abe Martin, Seth B. Holman.

"More People—More Farms"

Another Veteran Real Estate Combination Formed

Another new real estate and loan firm, composed of three veteran real estate men of Hereford, has just been organized to take advantage of the growing activity in real estate through the coming of cotton to this country.

The new firm is to be known as the Elliston-Jones-Bray Realty Co., and the personnel is J. B. Elliston, A. M. Jones and J. E. Bray. They have opened their office in the Elliston & Son building back of the First National Bank.

All three are too well known here to need introduction. They are rapidly organizing for business and carry announcement of their business in this issue of The Brand.



BIG SQUARE

Mr. and Mrs. Herman Haberer drove to Tulsa last Monday and visited Mrs. Haberer's parents. They returned Tuesday accompanied by Osborne Angeley. Mrs. A. Haberer and children left Muleshoe Wednesday morning for Pecos, Texas. Mrs. Haberer will visit her mother, Mrs. Hines.

Mr. and Mrs. G. F. Branson expect to move to their new home near Hereford this week. Mr. and Mrs. Vern Lust will occupy the Branson home. We regret very much to lose Mr. and Mrs. Branson from our midst, although they have only been here a short time. We have all learned to like them. They have both been active in the Sunday school and league and will be missed by every one.

Mr. and Mrs. Roy Haberer and son spent Saturday and Sunday with Mr. and Mrs. Mark Cotter in Dimmitt.

Mr. and Mrs. Herman Haberer spent Saturday with Mr. and Mrs. C. J. Bearden in Muleshoe.

Messrs. Peale, Angeley and Herman Haberer made a business trip to Plainview last week.

Vern Lust was in Hereford Thursday and Friday. Mrs. Lust visited in the home of Mr. and Mrs. Loyd Lust.

Frank Lambert is making some improvements on his ranch house this week.

—More People—More Farms—

BETHEL

The men of our community have been very busy these past two weeks working the roads. There is a noticeable improvement in the road for a mile north and a mile south of Mr. John Smith's place.

Last week was a week of butchering. Most everyone butchered at some time through the week.

Mr. and Mrs. Loyd Lust attended the Ham sale close to Dimmitt Saturday and then drove to Hart to visit over Sunday with Mr. and Mrs. Earl Lust.

Mr. and Mrs. Jim Bagwell and children were in Hereford shopping Friday.

Mrs. A. M. Brownlee is on the sick list. We hope she will soon be out.

Mr. Duree of Dimmitt was in our community on business Wednesday.

Messrs. Bagwell and J. Z. Smith are busy threshing this week.

Mrs. K. Roberts left Hereford Tuesday morning for Oklahoma, where she will visit her mother. Before returning Mrs. Roberts will visit Mr. Roberts parents in Quanah.

Messrs. Roberts, Rothwell and Hamilton are getting their last loads of cotton to market this week.

Mr. and Mrs. Herman Haberer were dinner guests of Mr. and Mrs. H. F. Lambert Sunday.

The quarterly conference met at Dimmitt Monday. Our Stewards, Messrs. J. T. Smith and E. R. Rothwell attended.

The most of Bethel community at-

tended the Ham sale Saturday.

Everyone is enjoying this beautiful weather. A few of course are wondering just how long it will last, but the most are staying out of doors just enjoying it. Field work has started again—planting, disking, etc.

Loyd Lust made a business trip to Dimmitt Tuesday.

Mr. and Mrs. Leslie Smith of Hereford spent Monday and Monday night in the home of Mr. and Mrs. John Smith.

Messrs. K. Roberts and Loyd Lust each had a runaway last week but little damage was done.

C. P. Mason and wife from Sudan are visiting in the home of L. S. Hamilton. Mr. Mason is here in view of locating.

T. E. Shaw and two sons of Vernon spent several days last week prospecting in our community. While here they were guests of Mr. and Mrs. Irwin Hamilton.

There have surely been a number of prospectors in this community these past few weeks, and all of them seem to be wanting land on which to plant cotton. Several tracts of land have been offered for sale.

Mr. Elliott and cowboys of the Hines & O'Brien outfit, moved several head of cattle through our community last week. The boys spent Wednesday night in the home of Mr. and Mrs. H. L. Lambert.

The families of Lambert, Bagwell and Hamilton were Hereford shoppers on Saturday.

—More People—More Farms—

WYCHE

Mr. and Mrs. W. M. Sawyer and family moved to the C. C. Slaughter place, twelve miles north of Hereford, on Wednesday.

The thrasher broke the 202 phone line, so it is reported, and we noticed that those on that line have been silent for some time.

Mrs. Jim Sanders visited Mrs. Aikman Wednesday afternoon.

Alberta and Ruth Dugan spent Wednesday with Mrs. Clem Dugan.

R. W. Hough is helping Mr. Williams bale some kind of feed the last two or three days.

J. A. Fox is going to rent his farm to men who specialize on cotton and both houses will be occupied.

Mr. Walker of the Jumbo community was a business caller at the Wyche home Thursday.

Mary and Mildred Hough spent Friday with Mattie Ruth Williams.

We are sorry to lose Mr. and Mrs. Clem Dugan from our midst. They expect to move on a farm near Wildorado. J. W. Dugan and family will occupy the place which Clem is leaving.

Miss Billy Smith was absent from school Thursday on account of illness. Ralph Sears of Hereford is staying at the Boardman home and helping Messrs. Boardman and Nunn harvest.

C. J. Paddock made a business trip to Amarillo Friday.

Mrs. Wolfe spent Thursday in Hereford with Mr. and Mrs. Wear.

The Senior Endeavors of the Presbyterian church were entertained at the Boardman home Thursday evening. Contests and games of all kinds made merry until a late hour when refreshments of chocolate and cake were served. Each merry heart left hoping for many more such evenings in the hospitable Boardman home.

Mr. and Mrs. J. C. Williams moved in the new house on the Jacobsen place Thursday.

J. W. Dugan took two loads of cotton to Hereford Thursday.

C. J. Paddock made a business trip to Clovis Tuesday.

Mr. and Mrs. W. M. Sawyer and family spent Sunday visiting friends in Hereford.

Mr. Jenkins is having a house built on his land on the Arney road, two miles east of the Wyche school house. Mr. and Mrs. Lee Mitchell are going to live on the place.

Mr. and Mrs. Sullens and family and Victor, Olea and Alta May Elliston from Hereford visited Mr. and Mrs. R. L. Elliston Sunday.

Mr. and Mrs. Lee Mitchell are spending the week end with Mrs. Mitchell's parents, Mr. and Mrs. Edwards.

Mr. and Mrs. Clem Dugan spent Sunday in Hereford visiting the Hagar family.

Raleigh Hough visited Fay Paddock Sunday.

C. R. Barber

AUCTIONEER

Hereford, Texas

Pure bred livestock and farm sales given special attention

BARNHART & SULLIVAN

Phone 33

Blacksmithing, Welding, Light Machine Work—
Plumbing and Sheet Metal Work

Abstracts and Loans

J. Frank Potts

Maps, Deaf Smith Co.—50c.

ACCIDENT AND HEALTH INSURANCE

The battle of debts piled high during illness makes the road of life a hard one. Just little things—an insect bite, a slight cut, a fall—develop into dangerous ailments. Accident and Health insurance supplies an "insurance income" that meets your daily and medical expenses and keeps you out of debt at such times. You cannot foresee this emergency—you can provide for it.

ASK US ABOUT INSURANCE INCOME!

The Hereford Insurance Agency

RALPH BARNETT, Mgr.

Let's Get Acquainted

It's easy. Just drop in anytime and say hello. We'll be glad to meet you and whatever advice we can give you will not cost one penny.

In the old days, bankers used to shut themselves up in private offices—and they were as hard to see as a potentate. All that is changed, though, and nowadays your banker is right where you can see him and talk to him any hour of the banking day.

It's that way at our bank, and a cordial invitation is extended to you to call on us.

First State Bank & Trust Co.

Guarantee Fund Bank

Cotton Seed

We have 1000 bushels each of Acala and Mebane Cotton Seed, raised on the St. Augustine Ranch in Lubbock county, Texas.

These seed are recleaned and culled and we believe are the best planting seed that can be bought.

We are booking orders now—better get yours.

Jones & McLean

PHONE 1

All Lamps Reduced in Price!

25 - 40 - 50 Watt Lamps now	30c
60 Watt Lamps	40c
100 Watt Lamps	60c
200 Watt Lamps	\$1.00
300 Watt Lamps	\$2.20

We will now carry in stock the daylight lamp

(blue) in 75 watt size which
will sell for **70c**
(This is a very popular lamp)

These are lower prices than lamps have ever sold for heretofore. This is a good time to fill all the empty sockets with these low priced lamps

Hereford Light & Power Co.

"Your Electrical Servants"

Phone 388



Another
Reason Why—

The Buick Third Member

Buick cars drive through a third member, not the springs. The springs only support the body and assure easy riding. A Buick rear spring accidentally broken cannot misalign the axle and prevent driving the car. The Buick axle remains in fixed position. Consequently the adjustment of Buick four-wheel brakes is not affected by the deflection of the springs.

E-24-15-NP

When better automobiles are built
Buick will build them

RENFRO & SONS

Hereford, Texas

Join the Crowd

that is growing
daily at our
big

Semi- Annual Clearance SALE

The daily buying
holds steady and
the many valu-
able bargains in
real values at low
prices draw
crowds of eager
buyers every
day

Values and
Prices always
win in any cir-
cumstances—
have you looked
over our stock
during this sale?

It will pay you
to do so.

FOX Mercan- tile Co.

The Hereford Brand

ISSUED TUESDAYS AND FRIDAYS

Beth B. Holman Walter E. Stockman
Holman & Stockman
Publishers

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

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three months \$1.00

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ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

Commercial locals 10c per line per insertion. Card of thanks 50c. Obituary notices in excess of thirty lines will be charged for at the rate of 10c per line, no charges on first thirty lines. Church and society locals where an admission is charged 10c per line.

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—Windmill, pipe, tower, tank and the tank tower—also bundle sorghum. See O. J. Beene at Beene & Shaw Barber Shop. 5-2t

SEED OATS

FOR SALE—Good clean seed oats. Team work mules and a one row lister. 4-tf Phone 137, H. C. Bowsher.

FOR SALE OR TRADE—Young work mules, broke and unbroke, also some work mares. Phone 384 F-2. 4-tf OTT BROS.

Sugar Cured Hams and Bacon
Try the sugar cured hams and bacon put up by J. F. Ward, Phone 250. 5-tf
Good R. I. Rose Comb Red Eggs, ready to go right now, \$1.00 per 15. Phone 201 or 149. N. C. VOGEL.

EGGS FOR SETTING

Setting eggs from flock of R. I. Reds that have the run of the place which insures fertility and strong chicks—\$3.50 per 100. Phone 250. 5-tf J. F. WARD.

PIANO

FOR SALE—Good second hand Bush & Gerts piano in good repairs and recently tuned, ready to go. 4-4t-pd E. H. Fullwood, 2nd Hand Store.

FOR SALE—A Hudson Super Six all up in good running order. See or phone Hereford Garage. 3-4t BEAMS & MARRS.

LARD

Pure Hog Lard, 15c J. W. Ward. 5-tf

BUFF ORPINGTON COCKERELS
Have a few good Buff Orpington Cockerels for sale, ready now for breeding stock. 2-6t C. M. HICKS.

JERSEY COW

FOR SALE—A good young Jersey cow, Phone 250. J. W. Ward, South Hereford. 5-tf

FOR SALE—A practically new 175 size Buckeye Incubator. Phone 201 or 149. N. C. VOGEL.

WANTED

WANTED—Two or three car loads of cattle, coming ones and twos; only buy in car load lots. 5-2t C. R. CRESAP.

WANTED—Well drilling and wind mill repair work. All work guaranteed. See me or write Box 219, Hereford, Texas. 5-8t-pd CLYDE ROBERSON.

PLOWING DONE—For Sod Plowing see W. A. Knox, Phone 62 F-2. 4-4t-pd-tf

WANTED PLOWED—One or two sections; also good work mules to sell, see 1-4t J. L. FUQUA, Hereford.

Dead Carcasses removed free. Phone 3-F12. 104-8t-pd.

FOR RENT

FOR RENT—Three light housekeeping rooms, furnished. Call phone 146. 104-tf MRS. J. L. FUQUA.

FOR RENT—for grazing purposes only, the west half 21-3-3. T. S. Spencer, 103-8t-pd Afton, Iowa.

LOST AND FOUND

LOST—Young Blue Horse Mule, with halter on. Finder notify O. C. Rockwell at Lumber yard. 3-4t

FOUND—Purse containing some small change. Owner may recover same by paying for

From Neighboring Towns

JOEL

Well the ground hog sure was awake and out and saw his "shadder" for winter began the next day in earnest. We hope it will not continue for six weeks like it began. This kind of weather will give the wheat a chance to make good, by freezing where people were able to get any in the ground.

We are glad of the improvements that Mr. Womble is making on his ranch. The past week he moved a big house out from town for the use of his tenants. It helps the looks of the country as well as for the comfort of the family living there.

Mr. Livingston and Fonzie Sharp and two children all of Post spent the week end at the O. L. Sharp home. Mr. Livingston is a brother of Mrs. Sharp Fonzie is their son.

Feliz Robinson was helping Mr. Womble move his house.

Horace Hershey is preparing the ground to put in a crop on the Cleveland, Bramley place.

Lee Cooklin threshed Friday and Saturday, Roy Wagoner doing the job. The high wind and snow squalls made a number of people miss a fine Sunday dinner.

The Ray Hershey family braved the wind and spent the day with L. A. Smith and family.

There was no Sunday school owing to the inclement weather.

—More People—More Farms—

ESTRA NOTICE

Taken up on the premises of the undesignated, living four miles northwest from the Town of Hereford in the County of Deaf Smith, the following described animal known to be Estray, viz: one black mare mule about five years old, no brands. If not legally proven by the owner thereof within twenty days from date hereof I will proceed to Estray the same in accordance with law.

Hereford, Texas, this second day of February, 1924.

WALTER SPRADLEY, Taker up.

Twice-Told Testimony

Hereford People Are Doing All They Can for Fellow Sufferers.

Hereford testimony has been published to prove the merit of Doan's Pills to others in Hereford who suffer from bad backs and kidney ills. Last any sufferer doubt this evidence of merit, we produce confirmed proof—statements from Hereford people who again endorse Doan's Pills—confirm their former testimony. Here's a Hereford case:

Mrs. J. B. McCord, 602 W. Second St., says: "My back gave me the most trouble, for it ached all the time. Also my kidneys acted irregularly. Doan's Kidney Pills cured the attack and I've had but little trouble since."

Nearly four years later, Mrs. McCord said: "Doan's Kidney Pills never failed to give me good results."

Price 60c. at all dealers. Don't simply ask for kidney remedy—get Doan's—the same that Mrs. McCord had. Foster Milburn Co., Mfrs., Buffalo, N. Y.

Mosley and Baskin Visit Pecos Valley Country

Jno. R. Mosley and L. Baskin returned Friday evening from a week's trip to the Pecos Valley and South Plains Country. Their trip included the towns of Roswell, Artesia, Carlsbad, Lovington, Sengraves, Brownfield, Lubbock and Littlefield. While in Artesia they visited with R. H. Norton and E. B. Bullock, both old time citizens of Hereford.

Mr. Baskin, in company of Mr. Bullock, attended a meeting of the Commercial Club in Artesia and found the business men there live wires and fully awake.

A gas well brought in recently near Artesia is causing considerable excitement and several oil wells are now being drilled. The business men's meeting was well attended and many questions were asked about our Chamber of Commerce, how we financed it; what method was used in bringing in new settlers; about irrigation wells, the cost of distillate, how cotton did here, etc. They were very much surprised when told that we bought distillate last delivered here in car lots at four cents per gallon. It cost them around seven cents there.

Much activity, in the way of opening up new farms, was noted around Sengraves, Brownfield, Lubbock, Littlefield and Amherst. In the little town of Meadows, the two lumber yards were almost entirely sold out and stated that it was almost impossible

to get lumber in fast enough. About fourteen buildings were under course of erection in Littlefield, and new improvements were being made on farms up to within a few miles of Dimmitt. Thousands of acres of sod land is being broken out and the land being made ready for 1924 crops.

—More People—More Farms—

Local Musicians Render Program at Frio School

Mrs. Madeline Cliff Estes, Homer Fox, Carl Mounts and Alvin Thompson, and Miss Steele, rendered a musical program at the Frio school Friday evening, February 1, at which place a box supper was also being held. Several beautiful quartets were given. Mrs. Thompson played a violin solo and Miss Steele rendered several selections at the piano. This enjoyable occasion was given under the auspices of the Frio-School Literary Society and quite a sum of money resulted from the selling of the boxes.

—More People—More Farms—

Miss Ethel Rice went to Canyon Monday morning to finish up some work. W. T. S. T. C. Miss Rice will probably not be in college this term.

—More People—More Farms—

CONSTABLE'S SALE

The State of Texas,
County of Deaf Smith.
By virtue of an execution issued out of Justice of the Peace Court, Prec. No. 7, Dallas County, Texas, on January 23rd, 1924, in the case of Sears, Roebuck & Company vs. Carroll H.

FIRE INSURANCE

I represent strong "Old Line Companies" and will appreciate your business.

D. F. ASHBROOK

MR. NEWCOMER

Come in and get acquainted. You might like us and we know you will like our service. We carry Goodyear and United States Tires and Tubes and a nice line of accessories, have the only complete vulcanizing plant in this section and we believe we know how to use it.

Yours For Tire Service

H. L. RICE

Ford

THE UNIVERSAL CAR

Forecasting A Tremendous Spring Demand

739,626

more Ford cars and trucks were produced last year than the previous year, an increase of over 50 per cent.

In spite of this tremendous increase in production, it was impossible to meet delivery requirements during the spring and summer months when orders for 350,000 Ford Cars and Trucks could not be filled.

This year winter buying for immediate delivery has been more active than ever before—and in addition 200,000 orders have already been booked through the Ford Weekly Purchase Plan for spring delivery.

These facts clearly indicate that the demand during this spring and summer will be far greater than ever, and that orders should be placed immediately with Ford Dealers as a means of protection against delay in securing your Ford Car or Truck or Fordson Tractor.

Ford Motor Company

Detroit, Michigan

A small deposit down, with easy payments of the balance arranged, or your enrollment under the Ford Weekly Purchase Plan, will put your order on the preferred list for spring delivery.

See the Nearest Authorized Ford Dealer

Wood and Lysie Powelson, No. 18231, and to me, as constable, directed and delivered, I will proceed to sell, within the hours prescribed by law for constables sale, on the 10th day of February, 1924, at the court house door in Hereford, Deaf Smith County, Texas, one Silvertone Phonograph and thirty two records, levied on as the property of Carroll H. Wood and Lysie Powelson to satisfy a judgment of \$76.68 in favor of Sears, Roebuck & Company, and costs of suit.

Given under my hand this 29th day of January, 1924.

C. S. RICHARDS, Constable

Prec. No. 1, Deaf Smith County, Texas

24-5

ELLISTON - JONES - BRAY LAND CO

FARMS, RANCHES, CITY PROPERTY
Numerous Tracts of Various Sizes

Listed For Sale

Extensive Clientele in the Boll Weevil Country who are looking this way

See Us For Bargains

Inspect It!

We invite your inspection of our kitchen and laundry equipment. Everything that you need at a reasonable price.

We will continue to offer special bargains.

Watch our windows.

Pay us a social call and get acquainted.

Dunlap Hardware Company

HAVE WHAT YOU WANT WHEN YOU WANT IT

Everyday Problems

Everyday problems of finance, large or small, are the portion of everyone. Opportunities for investment—some good, some bad—are offered every day; means of financing personal ventures must be considered and all of them ought to be submitted to your banker for advice.

We are in the business to help our depositors and clients to solve their problems. Drop in and see us anytime.

The First National Bank

The Bank of Safety and Service



Full line of Fresh and Cured Meat at all times.

HOME MADE CHILI CONCARNIE

We have in stock plenty of Chili ready mixed. Heinz Pickles in Bulk

HEINZ PICKLES IN BULK

The Best Meat at Living Prices

TEXAS MEAT MARKET

Phone 353

CLOYD & SON, Props.

We Deliver

STAR THEATRE

Wednesday, Thursday, Feb. 6-7
MAE MURRAY in
"The French Doll"
 and a Special Comedy

Thursday, February 7

THE GIRLS AUXILIARY presents
"THE FARMERETTE"
 a Three-Act Comedy
 Admission 25c and 50c

Friday, February 8

BETTY COMPSON

"BONDED WOMAN"
 also
"Ruth of the Range"
 and a Good Comedy

Saturday, February 9

JACK HOLT and BEBE DANIELS in
"North of the Rio Grande"
 a picture with plenty of action

TOWN & COUNTY Personalographs

Miss Helen Lambert went to Friona Saturday morning.

John Heiselman made a business trip to Crosbyton, Texas, Saturday morning.

Miss Grace Ferguson returned to Canyon Monday morning.

L. I. Garton of Clovis was here Monday and Tuesday.

The Girls Auxiliary will stage a play entitled "The Farmerette" at the Star Theatre February 7.

Messrs. Ira Aten Connell and Elbert Fallwell spent Sunday in Amarillo and Canyon.

J. R. Sowell went to Clovis Monday morning to attend to business.

Misses, in all new patterns, designs and weaves. Come in and look at them.
 —D. R. GASS & SON.

Messrs. Albert Horton and N. C. Vogeles were in Canyon Sunday.

C. E. Gatlin and family arrived home overland from east Texas Saturday.

Jno. Cloyd of Canadian, Texas, arrived home Tuesday morning.

New Spring Dresses for Ladies and Misses, in all new patterns, designs and weaves. Come in and look at them.
 —D. R. GASS & SON.

F. T. Minton left for Greer, N. Mex., Tuesday morning.

New Spring Dresses for Ladies and Misses, in all new patterns, designs and weaves. Come in and look at them.
 —D. R. GASS & SON.

C. E. Stroud left for his home in Plano, Texas, Tuesday morning. Mr. Stroud is a relative of the Gatlins.

New Spring Dresses for Ladies and Misses, in all new patterns, designs and weaves. Come in and look at them.
 —D. R. GASS & SON.

W. P. McMinn of Summerfield is visiting this week in the home of his daughter, Mrs. J. F. Ward.

Walter W. Walkup of Fairbairn, Minn., was in this city last week attending to business matters. Mr. Walkup owns land in Castro county.

NOT A NEW BLACKSMITH
 but an old one in a new location. You will find me at the old Turner tin shop with new equipment and "rarin" to go. I especially ask for your welding, light machine work, plow and disc sharpening.
A. C. BARNHART,
 with Barnhart & Sullivan.

Rev. W. P. Garvin left Tuesday for Lubbock at which place he will visit in the home of his daughter, Mrs. R. C. Pace.

GOOD USED CAR VALUES

- 1922 Touring, starter
- 1920 Touring, starter
- 1919 Touring
- 1917 Runabout
- 1918 Buick Six
- 1918 Velle Six
- 1920 Fordson

ALL PRICED TO SELL

WILKINSON MOTOR CO.

Lincoln — Ford — Fordson

Miss Maude Morgan who has been visiting her parents, Mr. and Mrs. E. W. Morgan, left for Canadian, Texas, Saturday morning, where she will visit her sister, Mrs. Ed Humphries.

G. L. Willis made a business trip to Friona Saturday morning.

Mrs. Carl Jennings and little son Ralph of Amarillo reached Hereford Saturday morning.

Mrs. Jno. W. Overton left for Sweetwater, Texas, Monday morning to visit relatives.

CARD OF THANKS

We take this means to thank the good people of Hereford for the kindly assistance you rendered us in our sad hour at the passing of our son Gus. Especially do we thank Revs. Sharp and Merrill for the many words of consolation you gave us in that dark hour. May the blessing of the One on high rest with all of you.
 —Mr. and Mrs. Robert Barrett.

S. P. McMinn of Childress, Texas, is visiting this week in the home of his sister, Mrs. J. F. Ward.

Lester Weaver of Canyon was in Hereford Sunday and Monday visiting old friends and attending to business.

Mr. and Mrs. W. H. Wilkerson left Tuesday morning for Atlanta, Texas, at which place they will visit in the home of Mr. Wilkerson's mother.

Mrs. B. T. Bell returned to her home in Canyon after a few days visit with her daughter, Mrs. E. S. Ireland and family.

Miss Eugenie Kessinger left for her home in Corsicana, Texas, Tuesday morning. Miss Kessinger was visiting her grandparents, Mr. and Mrs. M. A. Fox.

Mrs. Otis Carroll of Clovis arrived here Saturday morning. Mrs. Carroll is visiting her father, S. E. English.

Miss Anna Laura Bule left for Trinidad, Colorado, Saturday morning to visit her sister Miss Elvyn Bule.

Mrs. J. J. Blanchard left for Chihuahua, Texas, Saturday morning; where she will visit relatives and friends.

White Wyandottes
 Stock, Eggs and Baby Chix for Sale
A. L. BIGGS, Phone 32

TANNING AND HARNESS MAKING

I do all kind of public tanning and make new harness out of our home product, insuring a first class job. I also have installed a harness stitcher with which I can do *Harness Repairing*.

D. B. ROBERSON

First Door North of Clark's Blacksmith Shop

If You Want Something in Real Estate Worth the Money, see us—

Hill-Ireland Realty Company
 Now Located in Clark Building

Mrs. Clyde Wright of Silverton, Texas, arrived here the latter part of last week and is visiting in the home of her father, A. W. Gregg, and other relatives.

Miss Clarence Youquelet of Ft. Wayne, Indiana, visited friends, A. W. Gregg and Mr. and Mrs. W. E. Dameron, the latter part of last week. Miss Youquelet left for New Orleans Saturday morning.

Mrs. R. O. Douglas and two sons, Ramey and Otho, left Monday morning for Springdale, Ark., to visit in the home of Mrs. Douglas' mother, Mrs. J. W. Hamlin.

Miss Blanche Morton, a nurse, left for her home in Dalhart, Texas, Monday morning.

Miss Ella Tidenburg left for her home in Bovina Tuesday morning. Miss Tidenburg has been visiting her sister, Miss Irene.

Miss Ola Donald a sister of Charles Donald left Hereford Monday morning for her home in Lewisville, Texas.

Mr. and Mrs. C. C. Kropff and son of Amarillo were here Sunday visiting Mr. Kropff's parents, Mr. and Mrs. Kropff.

Mrs. J. H. Pitman, assisted by Mrs. Elmer Dameron, entertained the Music Study Club at her home Monday, February 1. A most interesting program was rendered and greatly enjoyed by all.

Mr. and Mrs. B. F. Guthrie entertained Mrs. West and a number of her intimate friends in their home Sunday with a very enjoyable dinner.

W. S. WILLIAMS

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



NOTICE
 The Commissioners Court of Deaf Smith county will receive bids at Hereford, Texas, on March 10th, 1924, on one Best "30" Tractorlayer Tractor.
 5-7 W. M. Megert, Co. Judge.



POLITICAL EVENTS
 Zev said, the first bloom on the Deaf Smith county candidate roster is Uncle Joe Ward. Plenty of buds a showing up, but we'll have a blooming lot by spring.
 —"More People—More Farms"—

Olympic Favorite



Helen Condon of Omaha, Nebr., holder of every Mid-Western A. A. U. record from 40 to 220 yard swims in various strokes is a prime favorite of American girl swimmers for Olympic honors this year.

COTTON LISTERS

SEE US FOR THE OLD RELIABLE
JOHN DEERE AND CASE

Cotton and Corn Listers. Our stock of all-size Sweeps is also complete, as well as our one and two-row high wheel Cultivators.

GARRISON BROS.

THE BEST WAY

The best way to get ahead financially is to save money today, tomorrow and every day.

Put it in a saving bank, where it earns interest and, one of these fine mornings, an opportunity for investment will present itself, and you'll be prepared. Join the large number of depositors who are regular savers at our bank.

The Western National Bank

Attention Hog Men

YES, I am still buying HOGS, and paying the full strength of the market. **FRIDAY is HOG DAY.** Don't bring in your hogs on Monday and then cuss me because you don't get as much for them as the fellow that comes Friday—it costs money to hold these hogs a week as a hog wont fatten any for a week or ten days after he is moved and put in a strange place, and the market fluctuates so much it keeps a half-witted hog buyer on nettles, but I will always pay as much for the same class of hogs, the same day received, as any buyer on the Plains. Yours for a fair square deal,

G. W. Brumley

Wool Sweaters and Middies at Absolute Cost

We have a nicely assorted stock of the latest Sweaters and Wool Middies for ladies and young ladies that we do not want to carry over and therefore will close them out at **Absolute Cost.** The stock includes all the prevailing shades, colors and popular patterns. We suggest you look at them quickly before they are all gone.

JUST RECEIVED a new shipment of BLACK CAT HOSIERY

in silk for Ladies and Misses. A beautiful assortment to select from.

D. R. GASS & SON